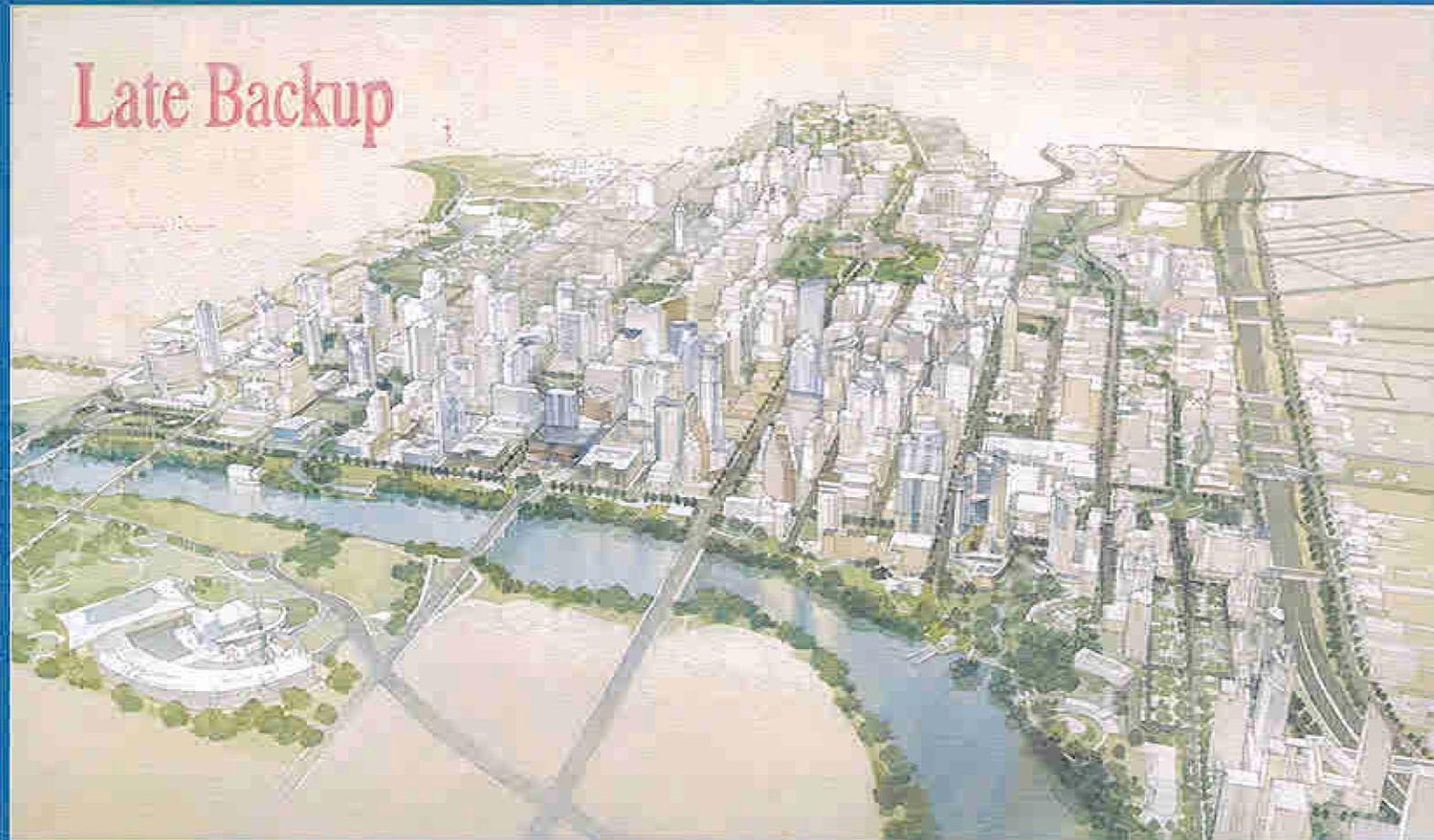


DOWNTOWN AUSTIN PLAN

CITY COUNCIL PRESENTATION

November 17, 2010



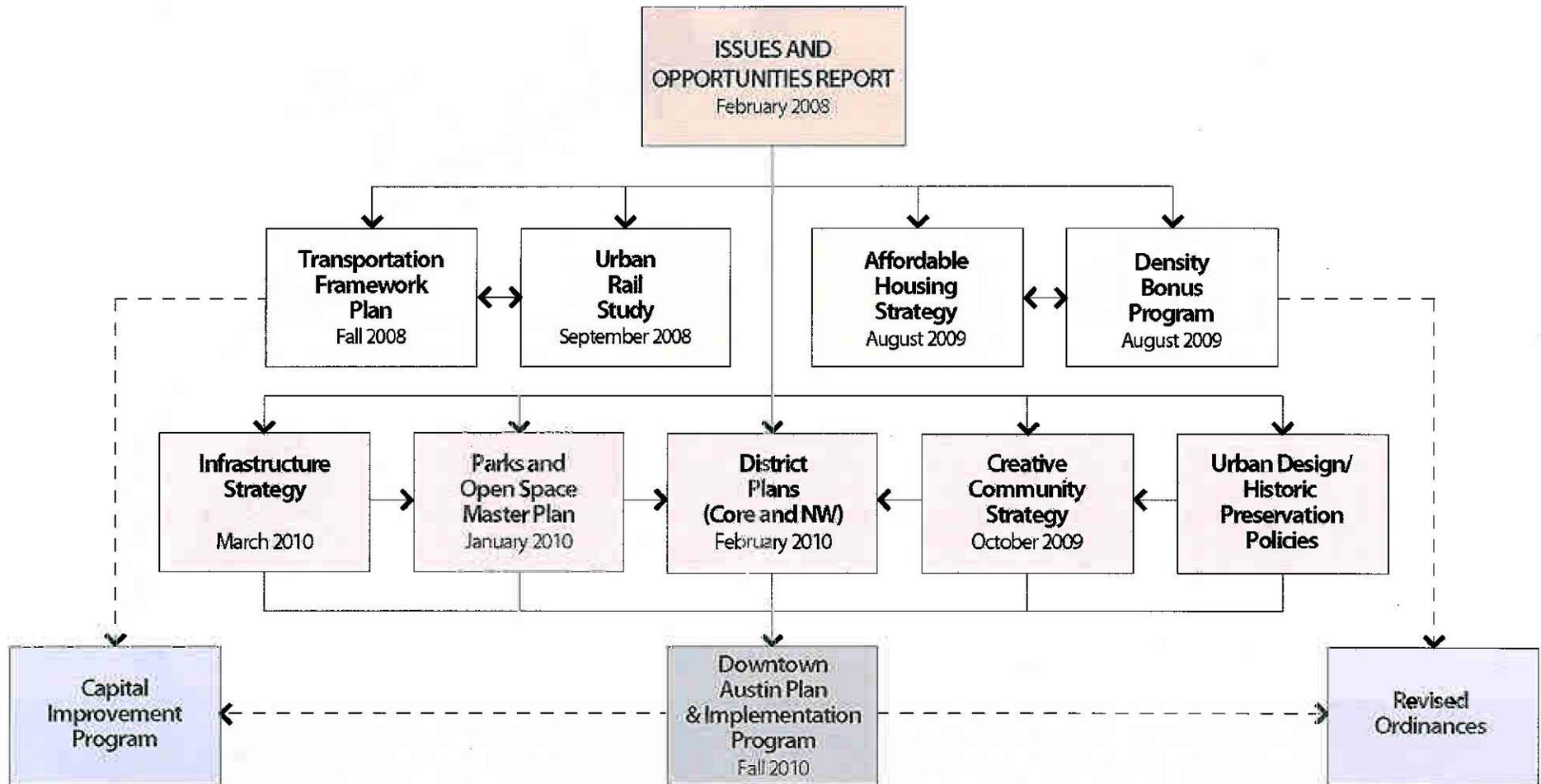
PURPOSE OF TODAY'S WORK SESSION

*PROVIDE INFORMATIONAL BRIEFING OF
DOWNTOWN AUSTIN PLAN TO CITY
COUNCIL, KICKING-OFF THE FINAL PUBLIC
REVIEW PROCESS.*

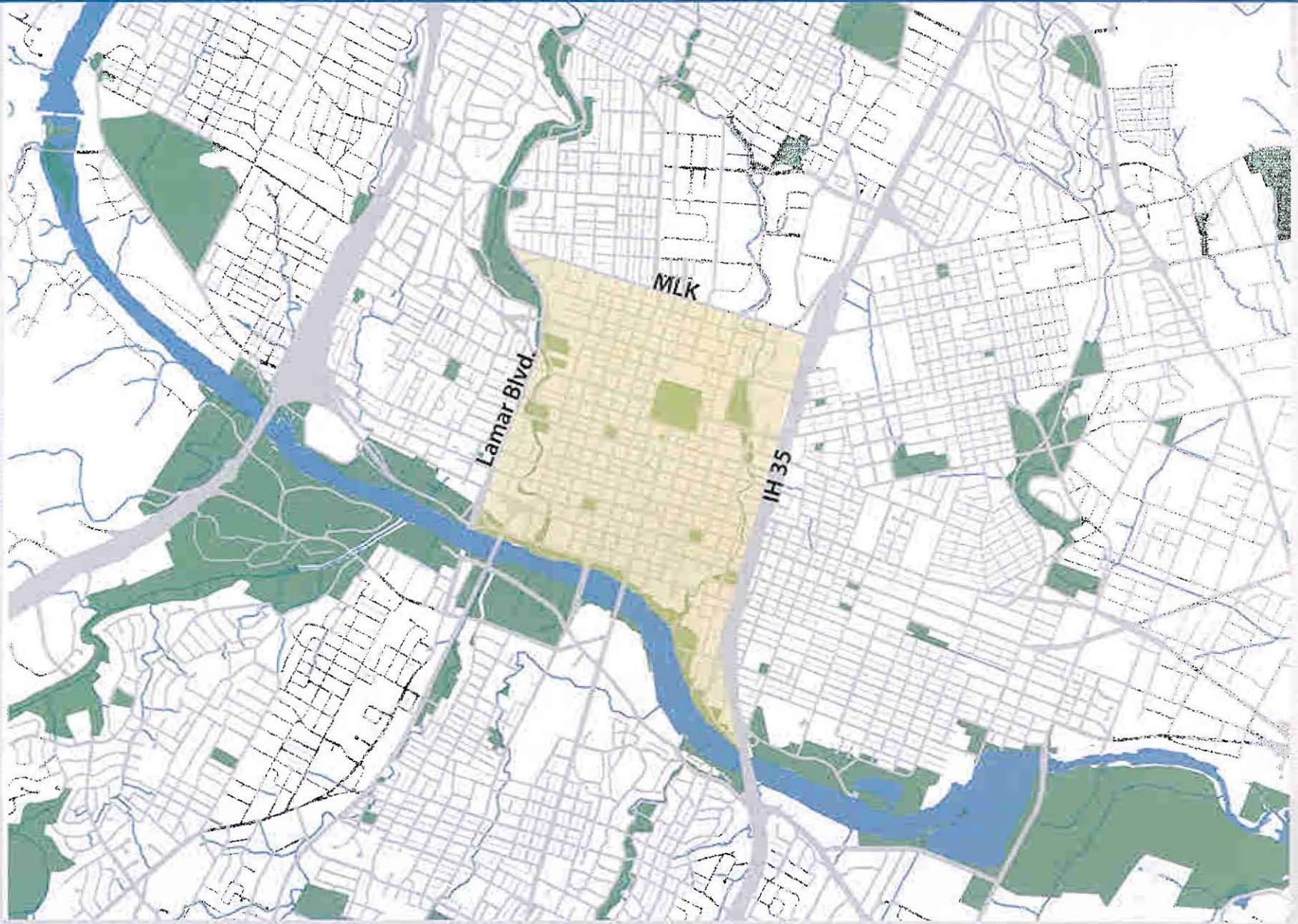
Гэіс Вэскіп

SCOPE OF THE PLAN

A vision for the development of Downtown for the next 20 years, and an implementable strategy to achieve that vision.



SCOPE OF THE PLAN



COMMUNITY ENGAGEMENT

- **Initial Community Survey with over 3,500 respondents**
- **Over 70 Public Meetings and Work Sessions**
- **COA webpage including all DAP reports, draft plans**
- **Neighborhood Planning Contact Tool with list of over 1,400 stakeholders**
- **Six Town Hall Meetings:**
 - *Issues/Opportunities (Jan 2008)*
 - *Urban Rail (April 2008)*
 - *Density Bonus & Affordable Housing (May 2009)*
 - *Parks and Open Space Master Plan (Nov 2009)*
 - *Development Standards/Preservation Policies/ Creative Community Strategies (Oct 2009)*
 - *Northwest and Core/Waterfront Districts (June 2010)*

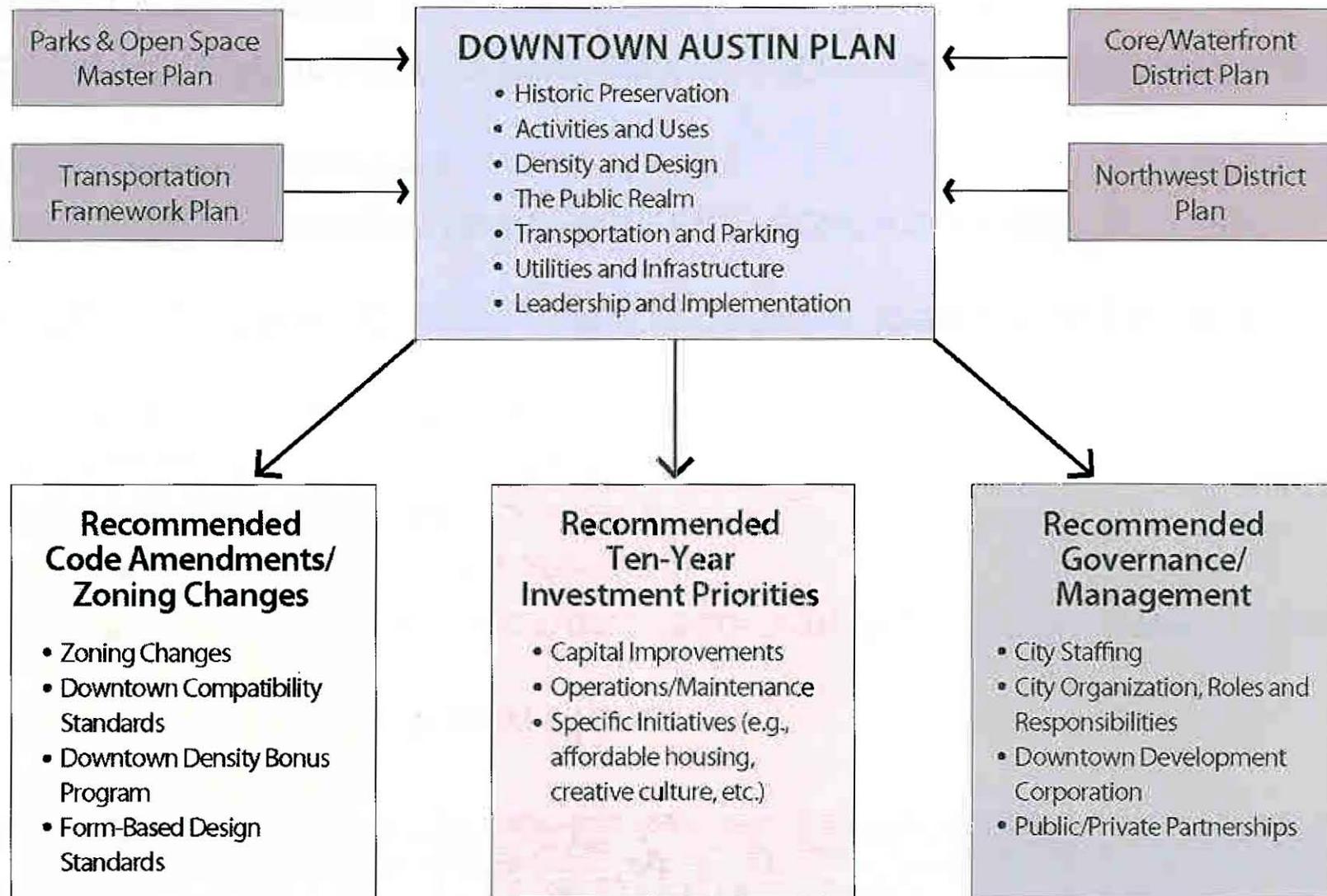
PROPOSED NEXT STEPS

- Final Town Hall Meeting: Mid-December 2010
- Board and Commission Review: Jan – Mar 2011
- Planning Commission Public Hearing: ~Apr 2011
- City Council Public Hearing and Adoption: ~May 2011

REQUEST FOR COUNCIL ACTION (MAY 2011)

- **Adopt Downtown Austin Plan.**
- **Initiate process to implement recommended code amendments:**
 - *Form-Based Development Standards*
 - *Downtown Compatibility Standards*
 - *Downtown Density Bonus Program*
 - *Mixed-Use Zoning Districts*
- **Initiate process to implement recommended zoning changes.**
- **Direct City Manager to implement recommended Ten-Year Investment Priorities.**
- **Direct City Manager to implement recommended Governance and Management improvements.**

PLAN RECOMMENDATIONS

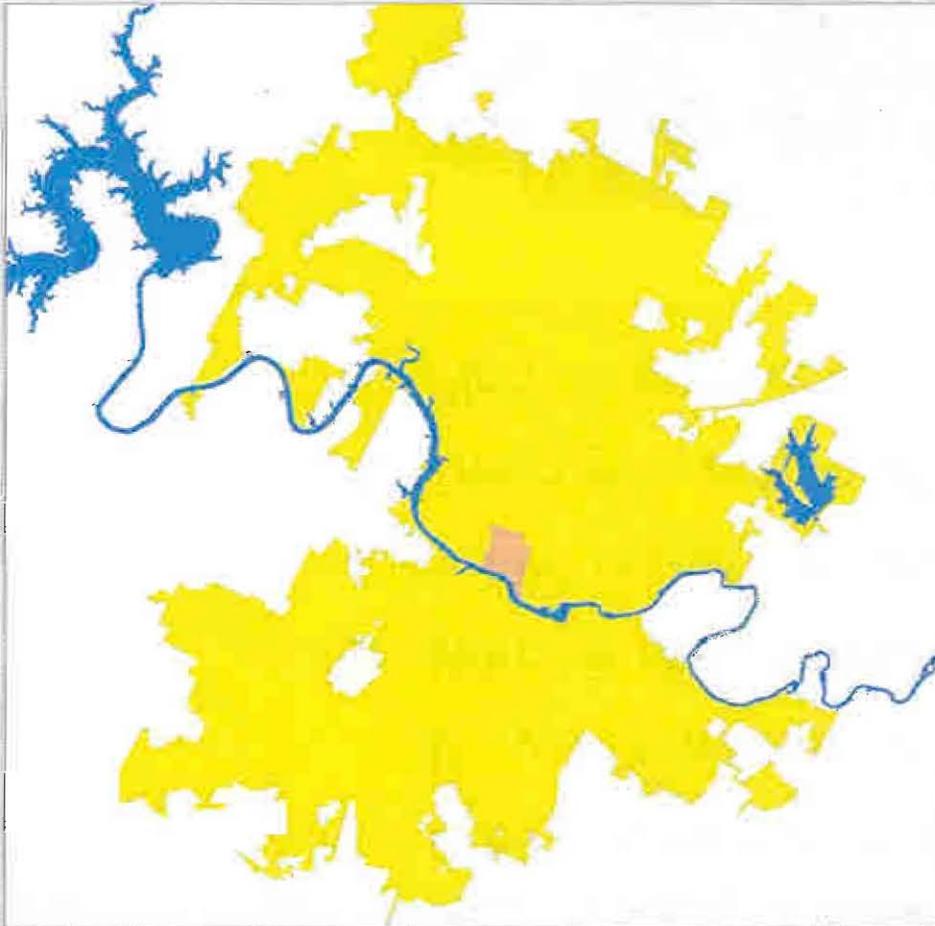


PLAN OVERVIEW

1. *Why is Downtown important?*
2. *Why a Downtown Plan?*
3. *What is the community's vision?*
4. *Seven transformative steps toward the vision*
5. *The organization of the Plan*
6. *Plan recommendations*



WHY IS DOWNTOWN IMPORTANT?



An economically healthy Downtown benefits all Austin citizens.

- *Downtown Land Area = 1.65 square miles or 0.6% of Total City Land Area*
- *Downtown Taxable Value = \$3.4 billion or 5% of City Taxable Value*
- *An area 8 times larger than the Downtown is needed to generate the same average taxable value.*

WHY IS DOWNTOWN IMPORTANT?



A compact and dense downtown is key to achieving the region's environmental sustainability goals.

- *More efficient to serve with transit and infrastructure*
- *Less energy-consumptive*
- *Fewer vehicle miles traveled*
- *An alternative to sprawl*

WHY IS DOWNTOWN IMPORTANT?



Downtown is the center of live music and culture, forging Austin's identity as one of the nation's leading creative class cities.

- *One of three top cities - with Seattle and San Francisco (Richard Florida).*
- *\$2.2 billion annually from live music and the arts.*

WHY IS DOWNTOWN IMPORTANT?



BUT MOST OF ALL:

Downtown is everyone's neighborhood...

- *the most vivid and authentic expression of our history and culture,*
- *the soul of our region,*
- *a place like no other.*

WHY A DOWNTOWN PLAN?

The Plan can address key opportunities and risks in a holistic and proactive way.

KEY RISKS

- *Accessibility and Mobility*
- *Loss of Authenticity and Soul*
- *Continued Role as Live Music Capital*
- *Affordability and Inclusivity*
- *Scale and Character*
- *Quality of the Public Realm*
- *Economic Position in the Region*

COMMUNITY VISION



DENSE AND LIVABLE:

A pattern of development that supports a vibrant day and nighttime environment.

COMMUNITY VISION



INTERCONNECTED AND ENGAGING:

Streets, parks and public spaces that instill a unique sense of place and community.

COMMUNITY VISION



MULTI-MODAL:

A transportation system that's convenient, sustainable, affordable and a viable alternative to the automobile.

COMMUNITY VISION



HISTORIC:

A beloved fabric of places, buildings and landscapes that celebrate Austin's unique journey over the past 170 years.

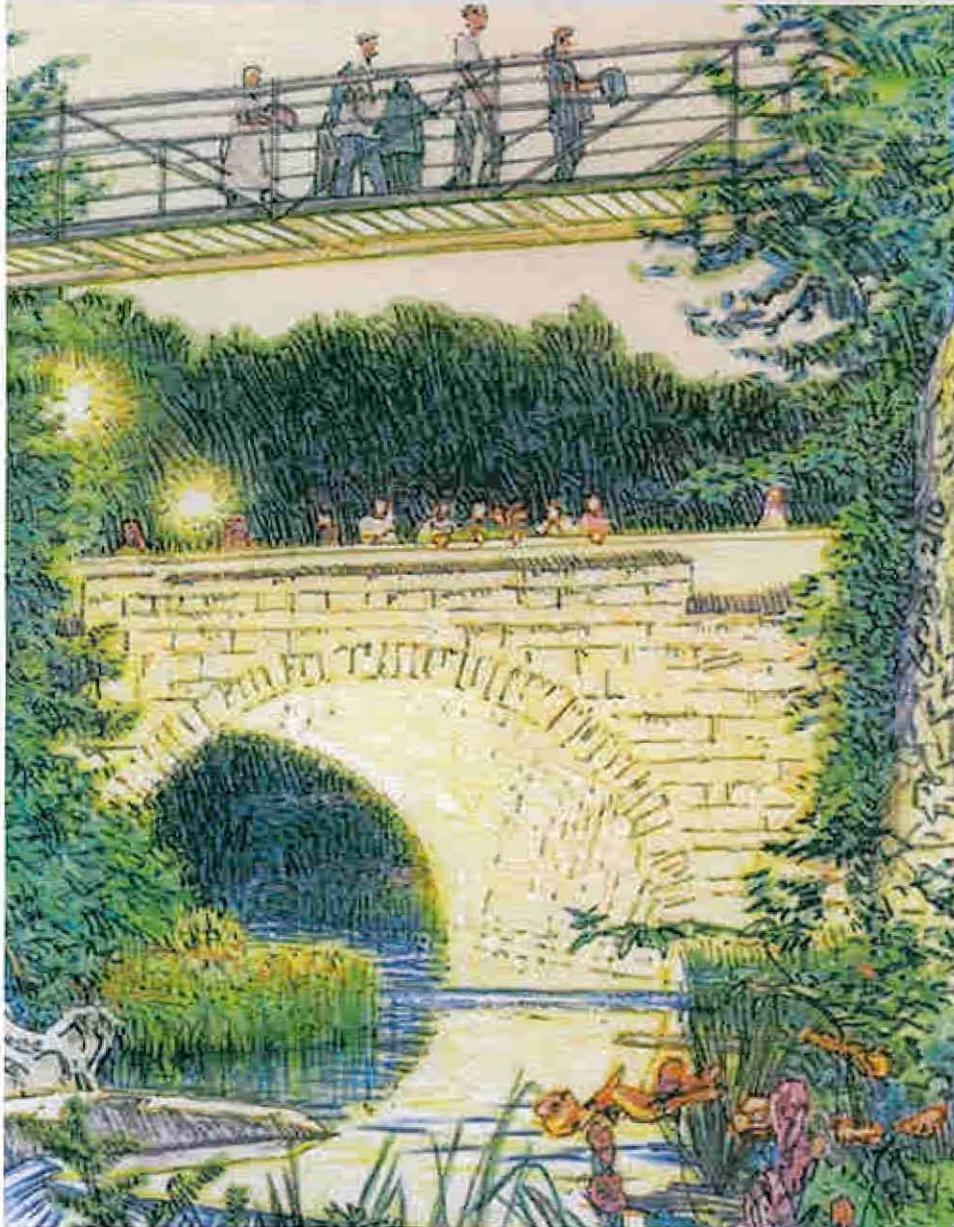
COMMUNITY VISION



CREATIVE:

A variety of districts and destinations that support creative expression through art, music, theater and dance.

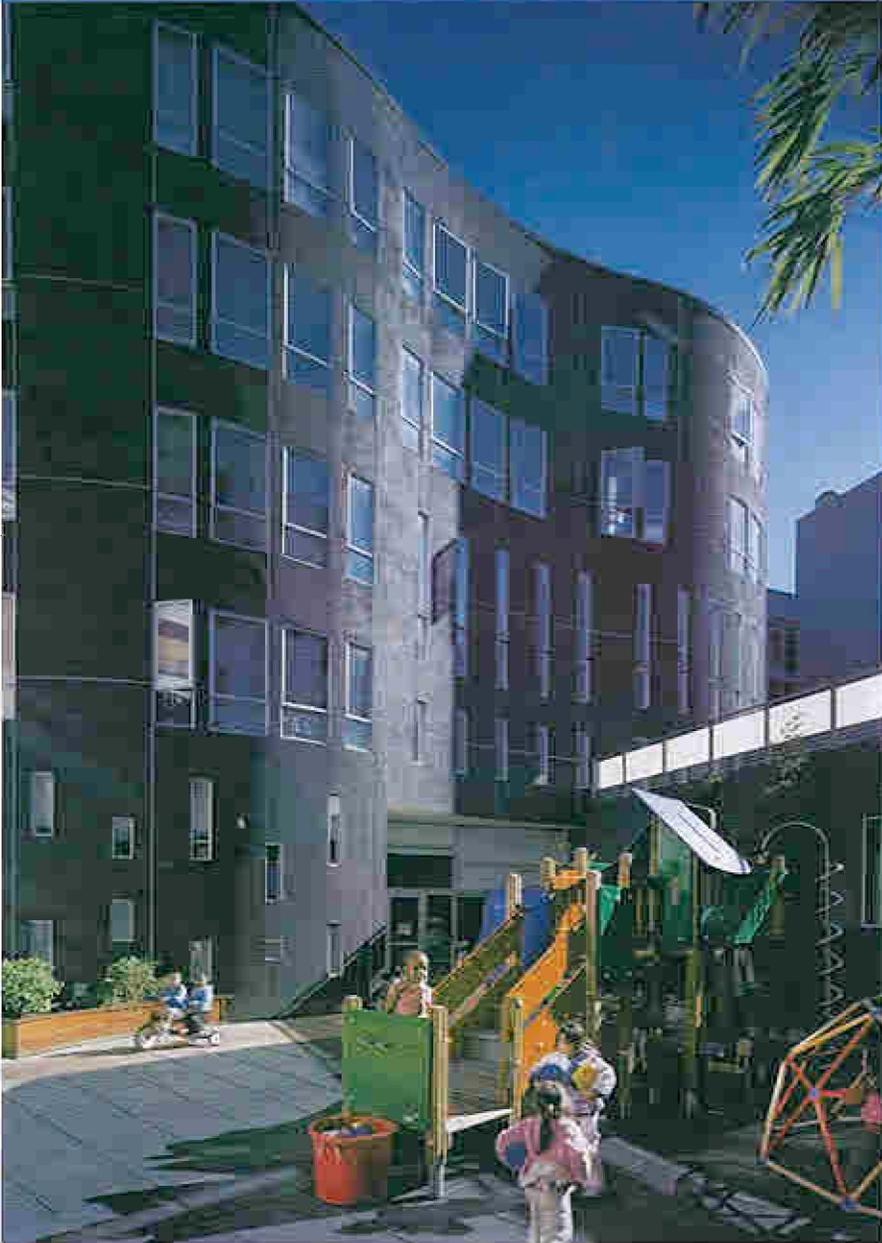
COMMUNITY VISION



CONNECTED TO NATURE:

A green “necklace” extending from Lady Bird Lake along Waller and Shoal Creeks into surrounding neighborhoods.

COMMUNITY VISION



DIVERSE AND INCLUSIVE:

A wide range of housing choices for individuals and families with diverse social and economic backgrounds.

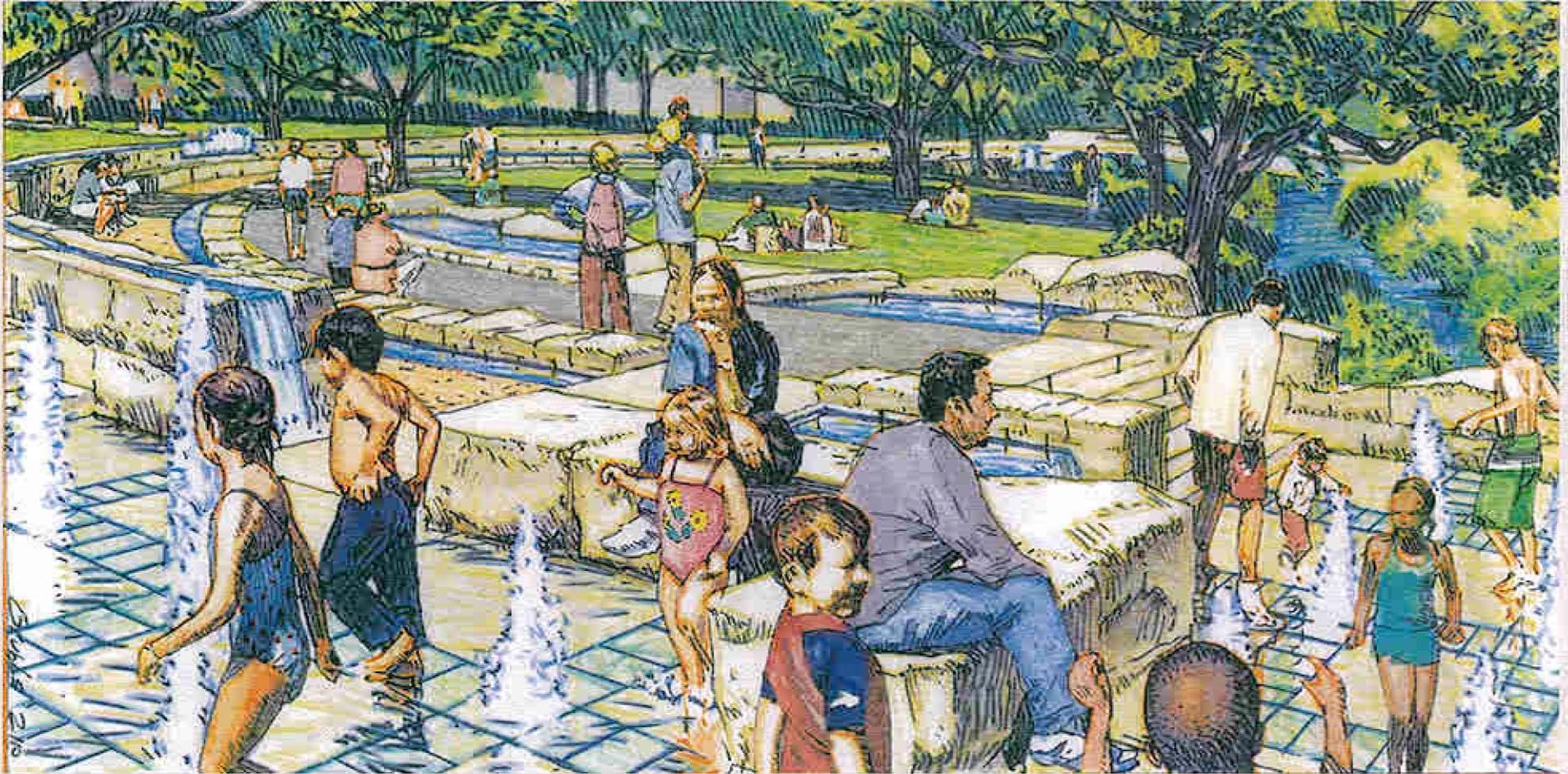
COMMUNITY VISION



ECONOMICALLY VIBRANT:

An array of innovative businesses attracted to Downtown by its rich human capital and unique sense of place.

SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



1. Initiate a new generation of Downtown signature parks.

SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



2. Complete the first phase of urban rail.

SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



3. Re-imagine Sixth Street as a destination for everyone.

SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



4. Provide permanent supportive housing.

SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



5. Invest in Downtown infrastructure and water quality.

SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



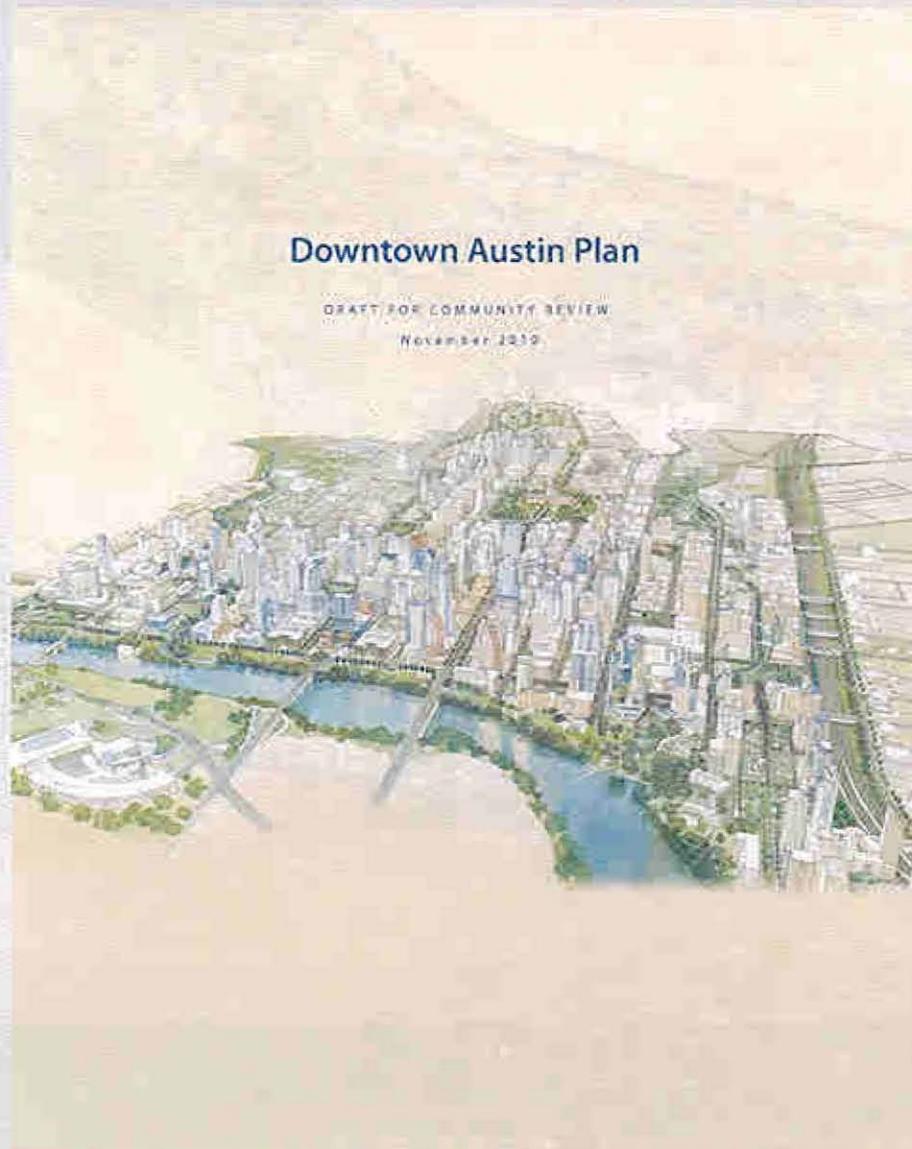
6. Amend the Land Development Code.

SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



7. Establish an Economic Development Corporation.

PLAN ORGANIZATION

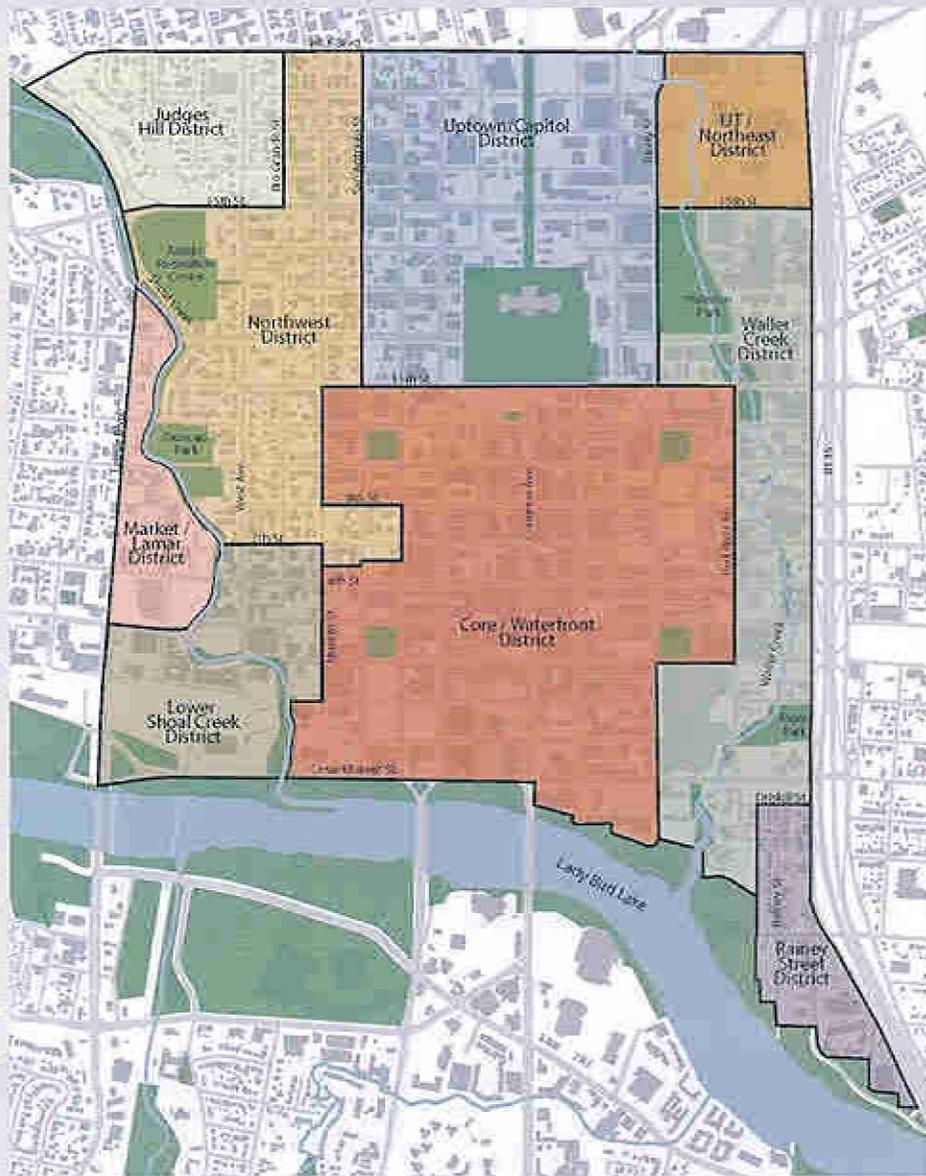


***Part One:
Executive Summary***

***Part Two:
Downtown Districts***

***Part Three:
The Plan Elements***

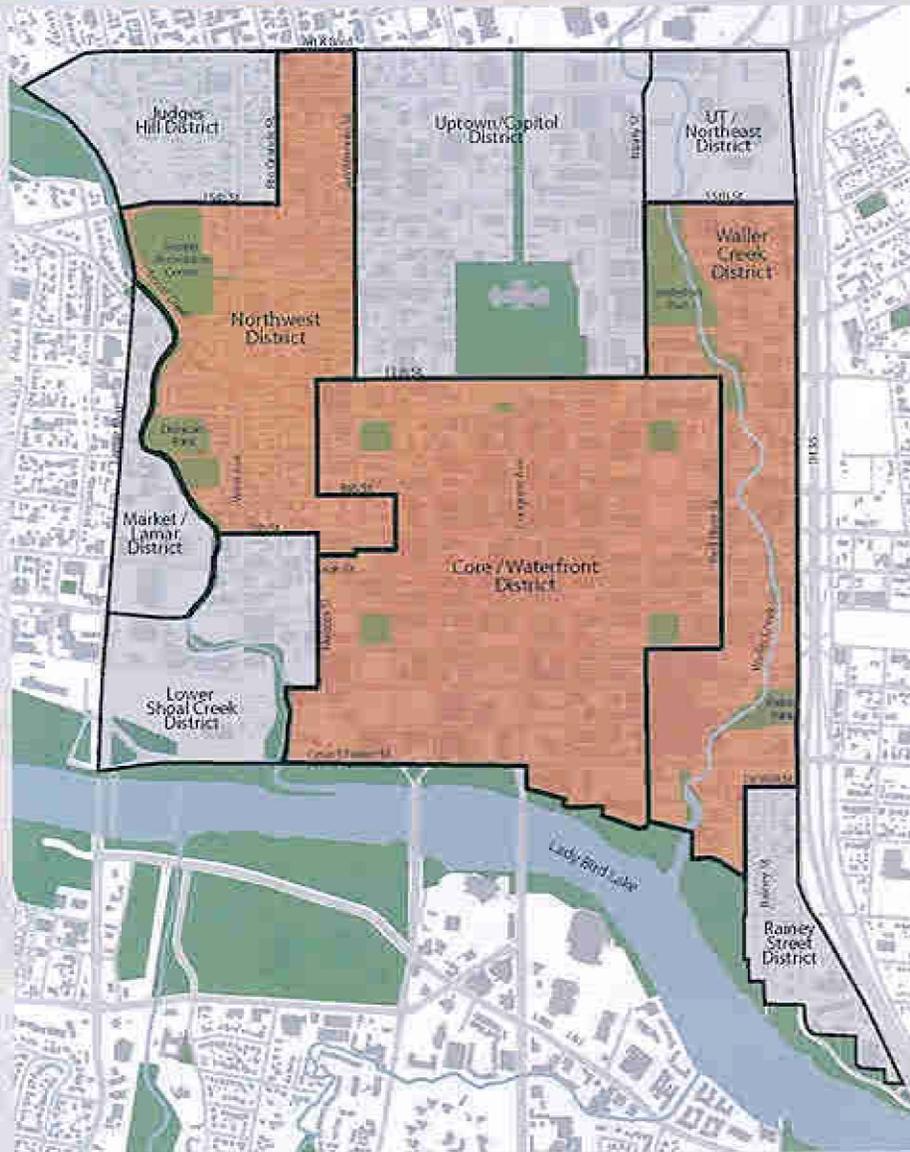
PLAN ORGANIZATION



Nine Districts

- *Issues, objectives and priorities established with stakeholders from each District.*

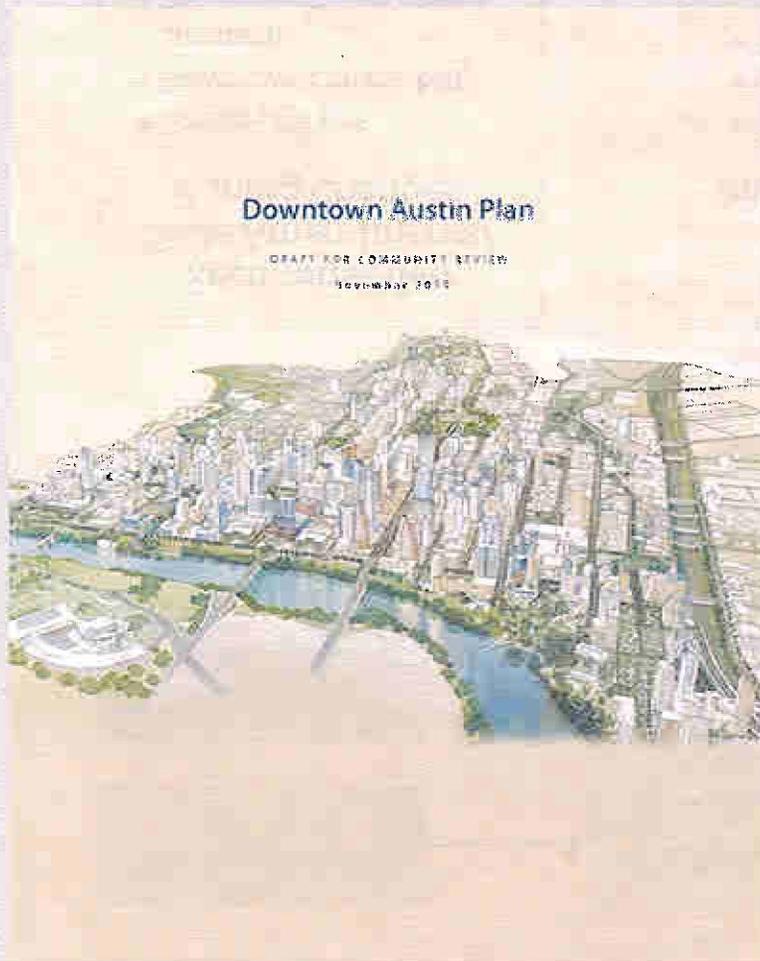
PLAN ORGANIZATION



Nine Districts

- *Three detailed District Plans completed as part of DAP:*
 - *Core/Waterfront*
 - *Northwest*
 - *Waller Creek*
- *Any future District Plans could provide additional detail to DAP.*

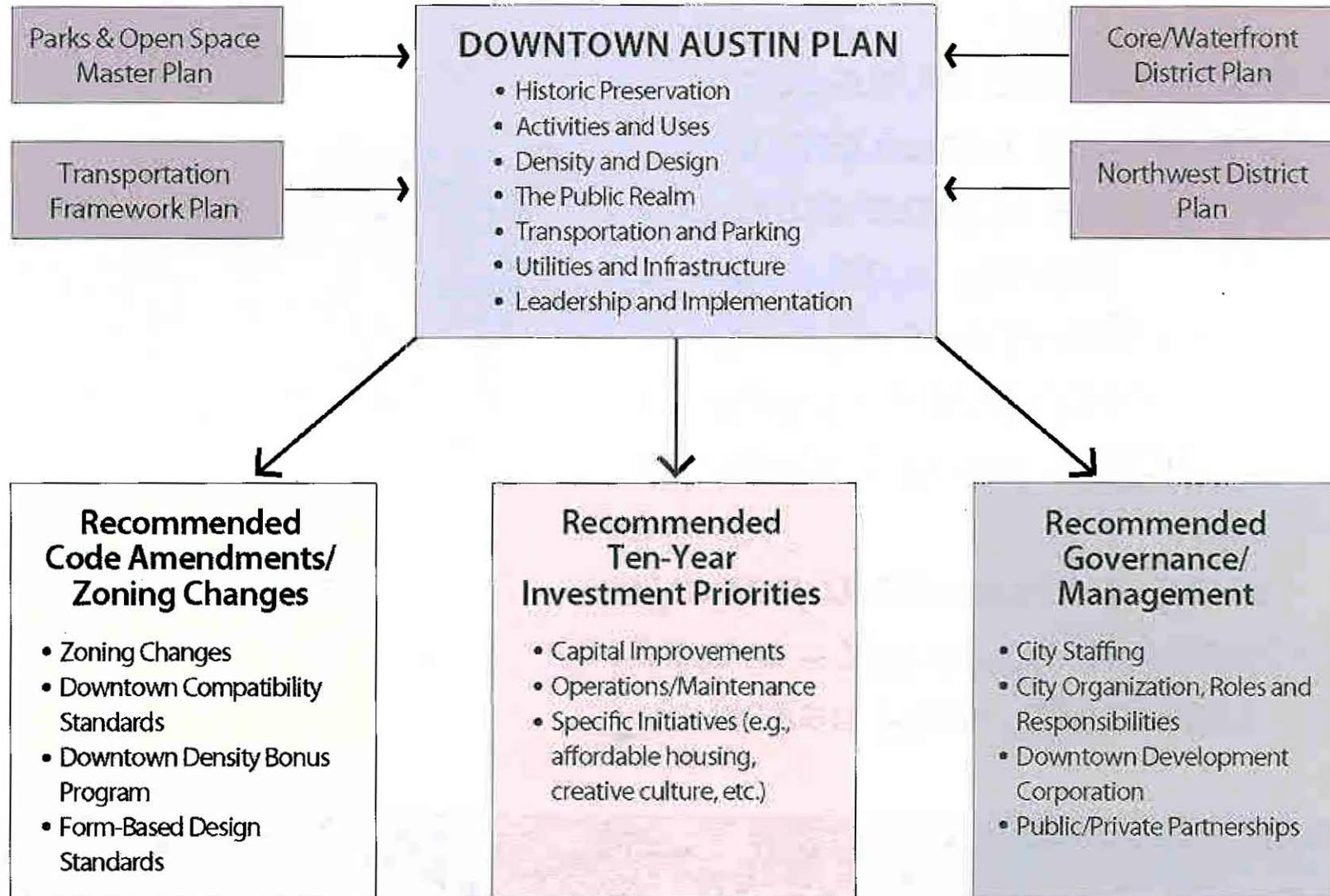
PLAN ORGANIZATION



The seven Plan “Elements” contain ~100 implementation-oriented recommendations about:

- *Historic Preservation*
- *Activities and Uses*
- *Density and Design*
- *The Public Realm*
- *Transportation and Parking*
- *Infrastructure and Utilities*
- *Leadership and Implementation*

PLAN RECOMMENDATIONS



PLAN RECOMMENDATIONS:

CODE AMENDMENTS AND ZONING CHANGES

TEN-YEAR PRIORITY INVESTMENTS

GOVERNANCE AND MANAGEMENT

PLAN RECOMMENDATIONS

**CODE AMENDMENTS AND ZONING
CHANGES**

CODE AMENDMENTS AND ZONING CHANGES

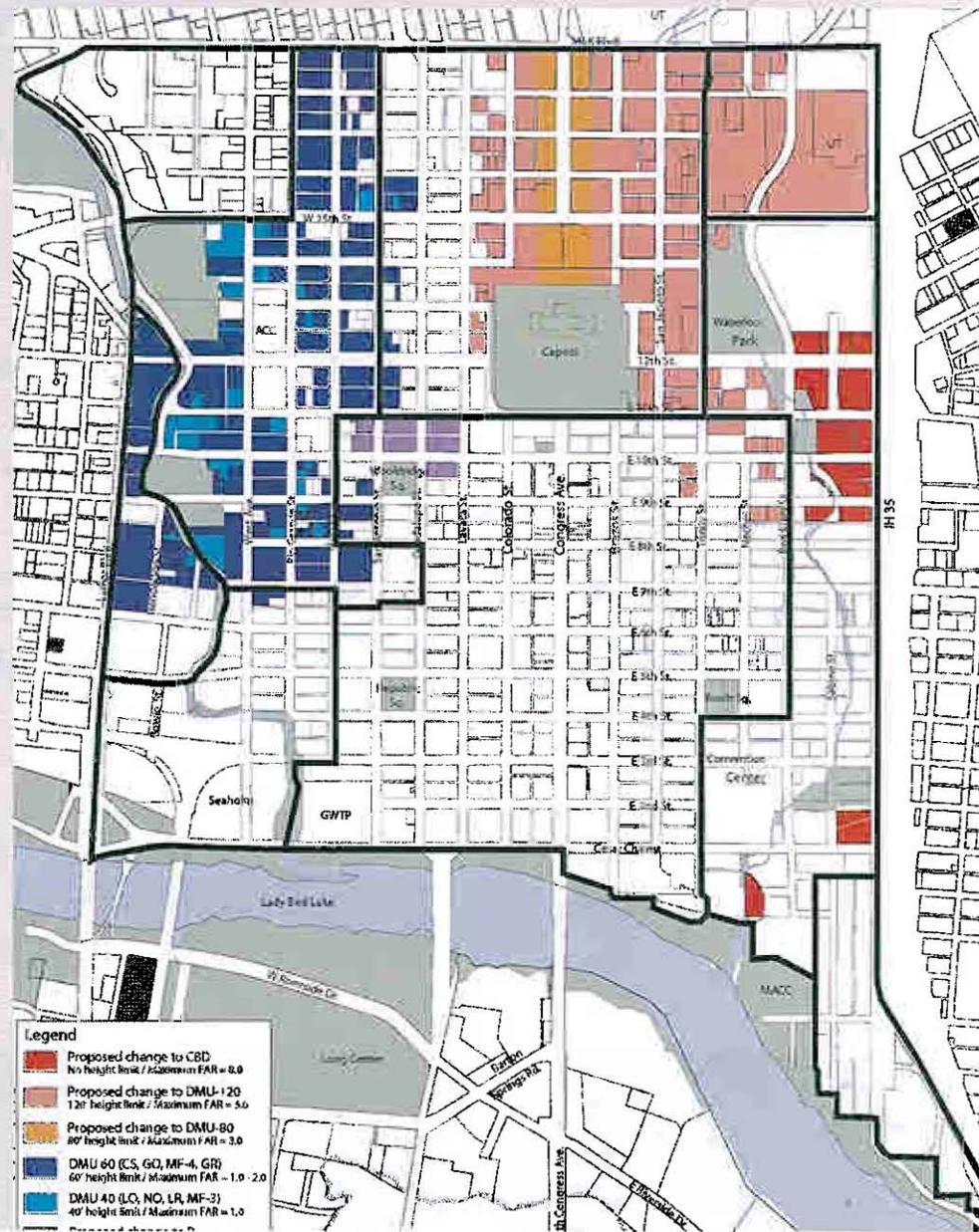
1. **Zoning-related changes** that support the community's vision.
2. **Downtown Compatibility Standards** that promote density while protecting adjacent single-family neighborhoods.
3. **A Downtown Density Bonus Program** that is predictable and equitable.
4. **Form-based development standards** that create high quality urban districts.

CODE AMENDMENTS AND ZONING CHANGES

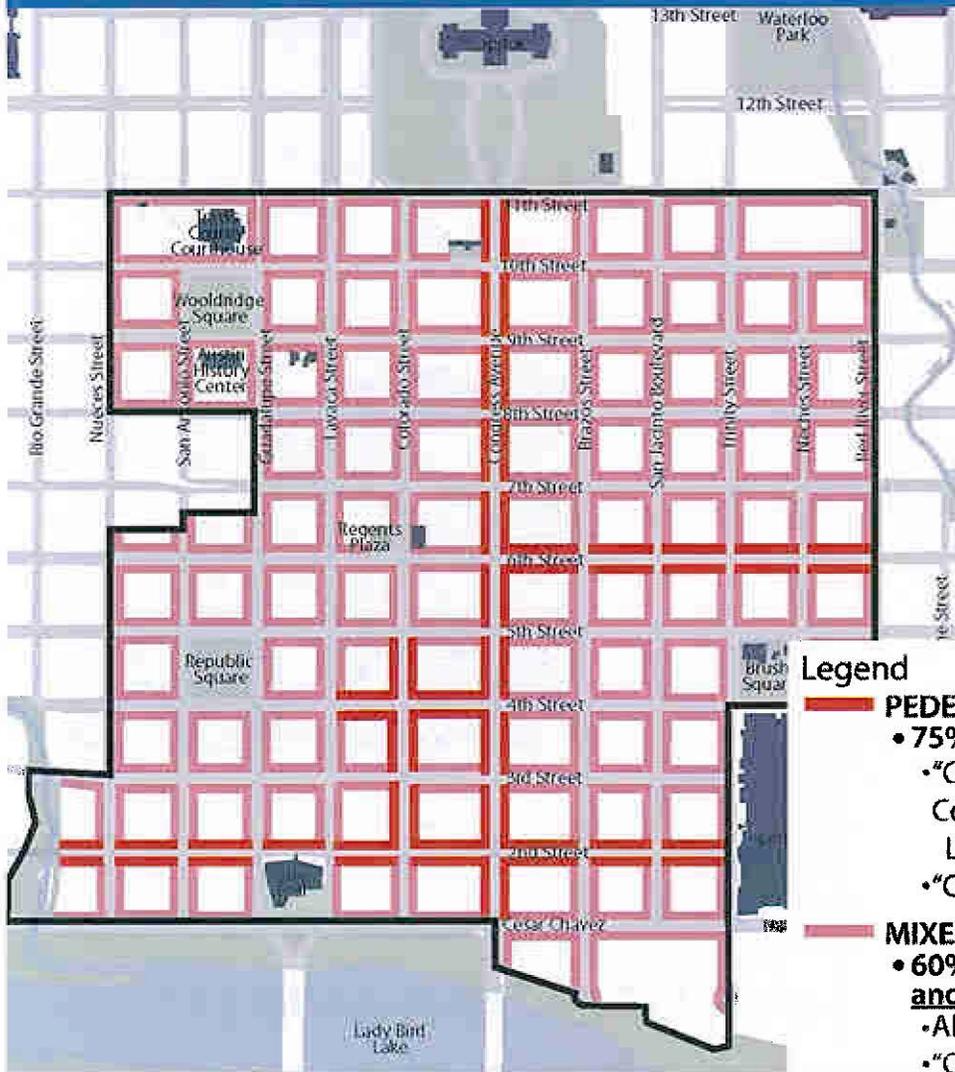
Establish new Downtown Mixed Use (DMU) districts to replace "single-use" zoning. (GO, LO, CS, MF, NO, LR, GR, etc.)

Legend

-  Proposed change to CBD
No height limit / Maximum FAR = 8.0
-  Proposed change to DMU-120
120' height limit / Maximum FAR = 5.0
-  Proposed change to DMU-80
80' height limit / Maximum FAR = 3.0
-  DMU 60 (CS, GO, MF-4, GR)
60' height limit / Maximum FAR = 1.0 - 2.0
-  DMU 40 (LO, NO, LR, MF-3)
40' height limit / Maximum FAR = 1.0
-  Proposed change to P
County-owned property subject to Master Plan



CODE AMENDMENTS AND ZONING CHANGES



Establish ground-level use requirements for “Mixed Use” and “Pedestrian Activity” streets.

Legend

PEDESTRIAN ACTIVITY STREET

- 75% of parcel frontage in active commercial or civic use including:
 - “Commercial Uses”: Art Gallery, Art Workshop, Cocktail Lounge, Consumer Convenience Services, Food Sales, General Retail Sales, Hotel-Motel, Liquor Sales, Personal Services, Restaurant, Theater
 - “Civic Uses”: Cultural Services

MIXED USE STREET

- 60% of parcel frontage in the above active commercial or civic use and the following:
 - All zoning “Residential Uses”
 - “Commercial Uses” includes: Financial Services, Food Preparation, Indoor Entertainment, Indoor Sports and Recreation, Laundry Services, Personal Improvement Services, Pet Services
 - “Civic Uses” includes: Clubs or Lodge, College or University Facilities, Day Care services, Public and Private Education Facilities, Religious Assembly

Core/Waterfront District

CODE AMENDMENTS AND ZONING CHANGES

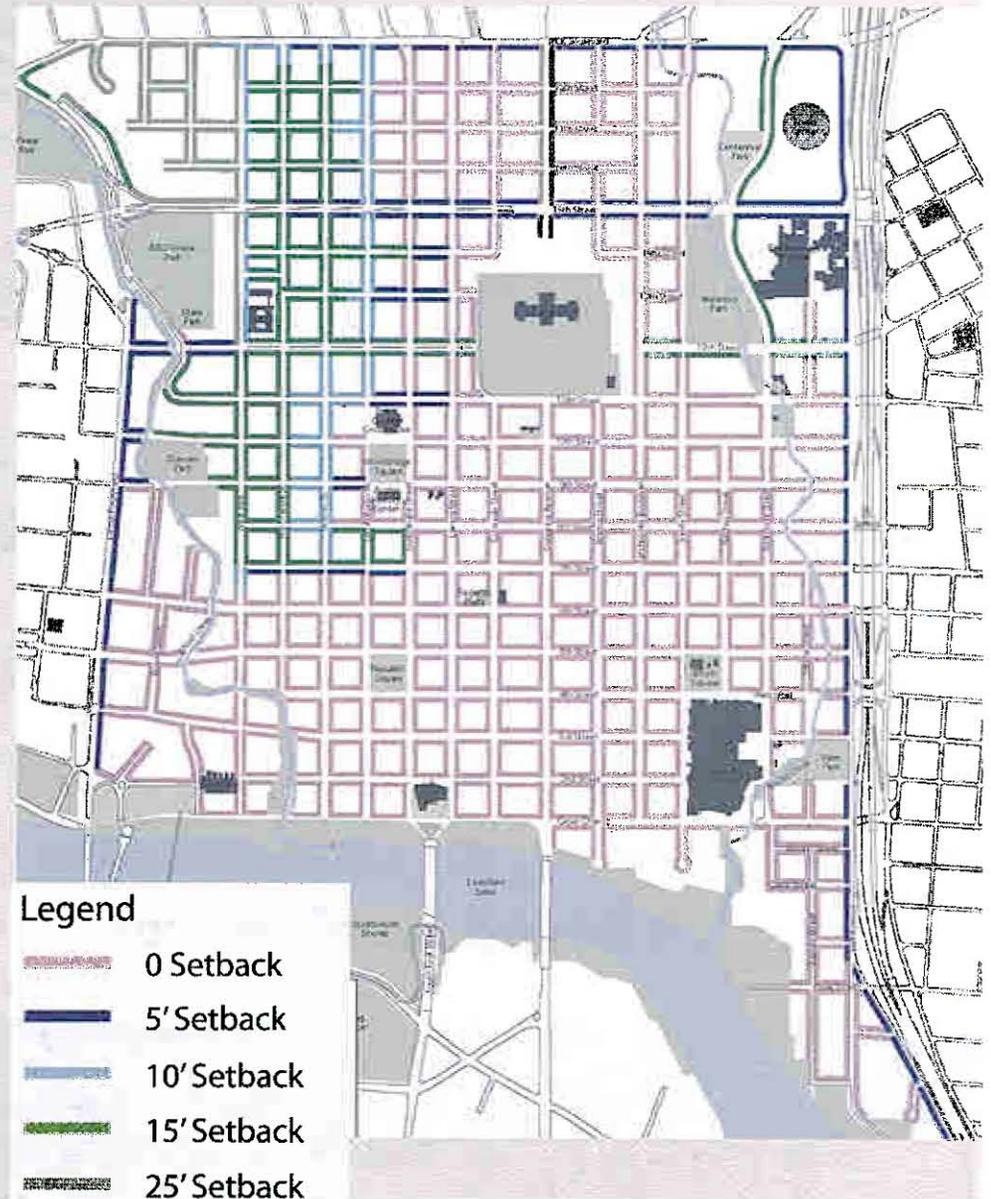
Establish streetfront setback standards according to street, rather than by zoning district.



10' - 25' setbacks in NW District



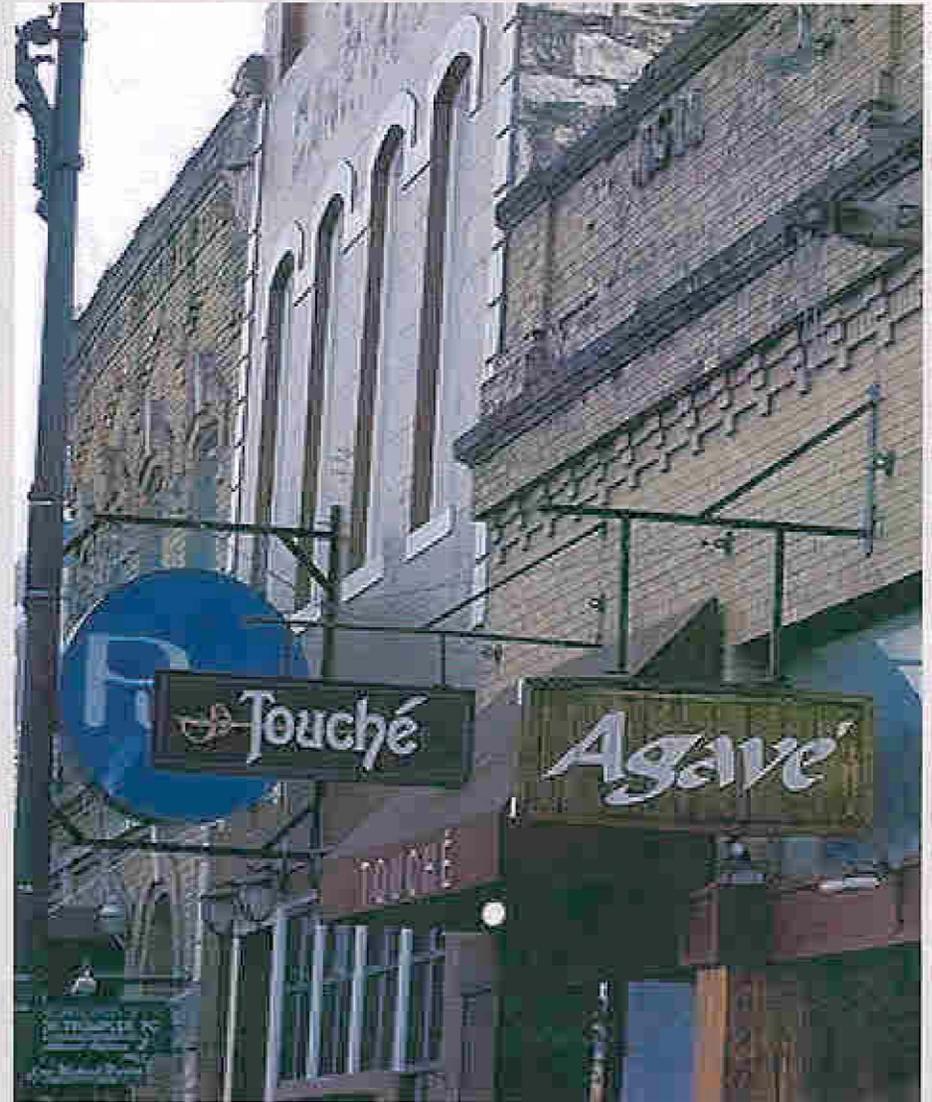
0' - 5' setbacks elsewhere



CODE AMENDMENTS AND ZONING CHANGES

Make “Cocktail Lounge” a Conditional Use in CBD zoning district, with businesses subject to key criteria:

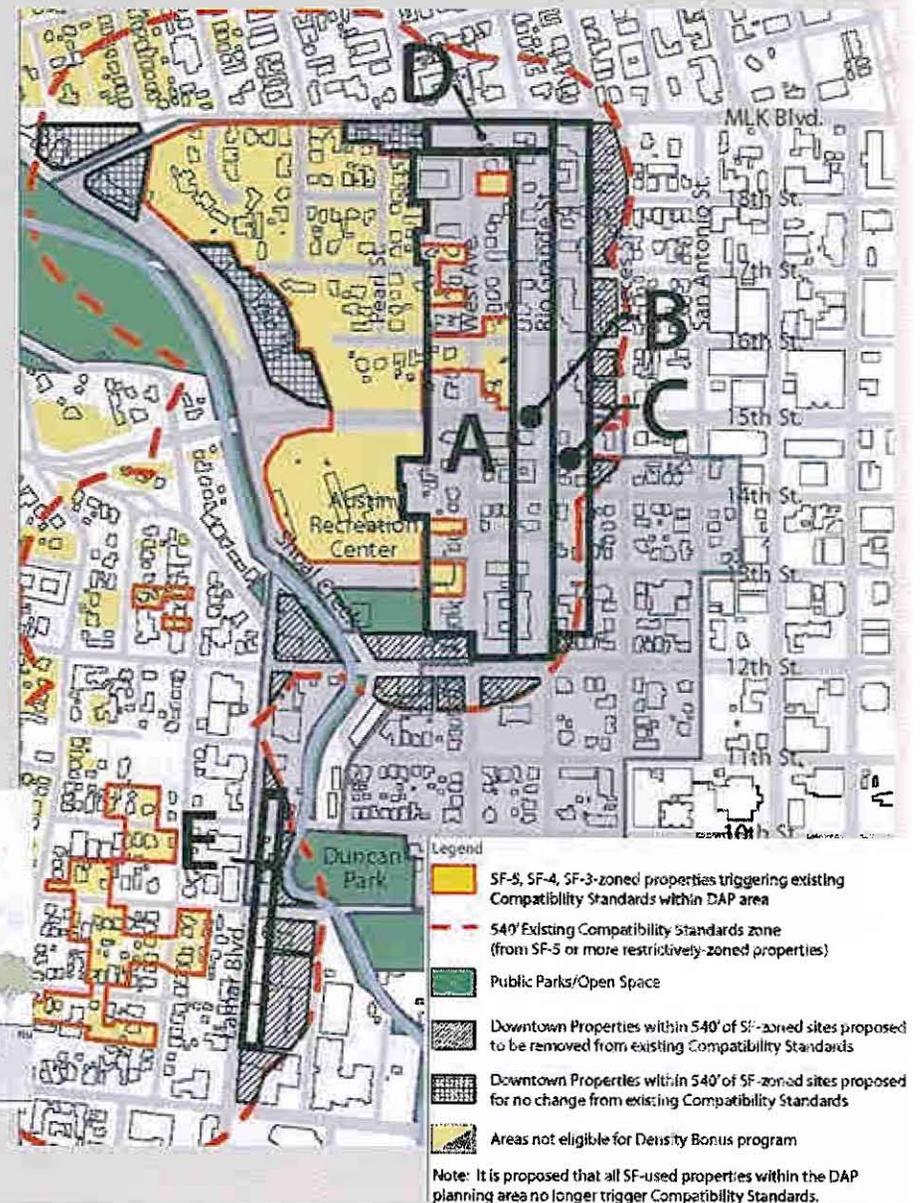
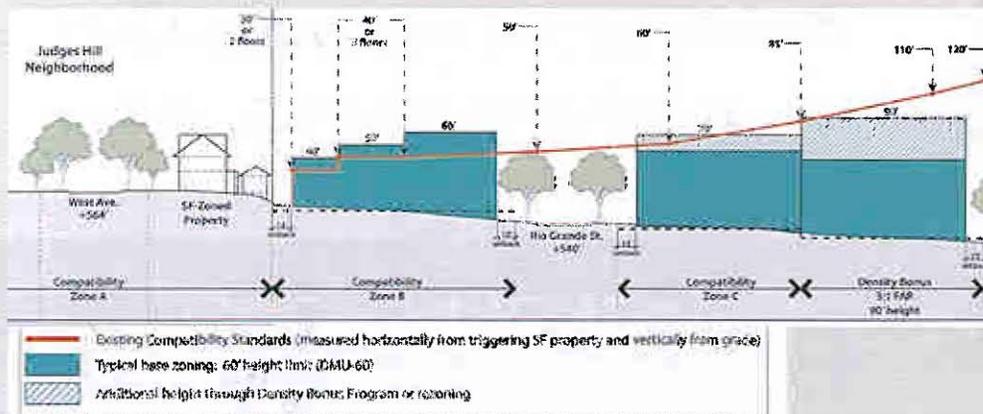
- *Hours of operation*
- *Compliance with civil, criminal, fire and building codes*
- *Compliance with TABC regulations*
- *Security staffing*
- *Use of “electronic point of sale”*



CODE AMENDMENTS AND ZONING CHANGES

Establish Downtown-specific compatibility standards.

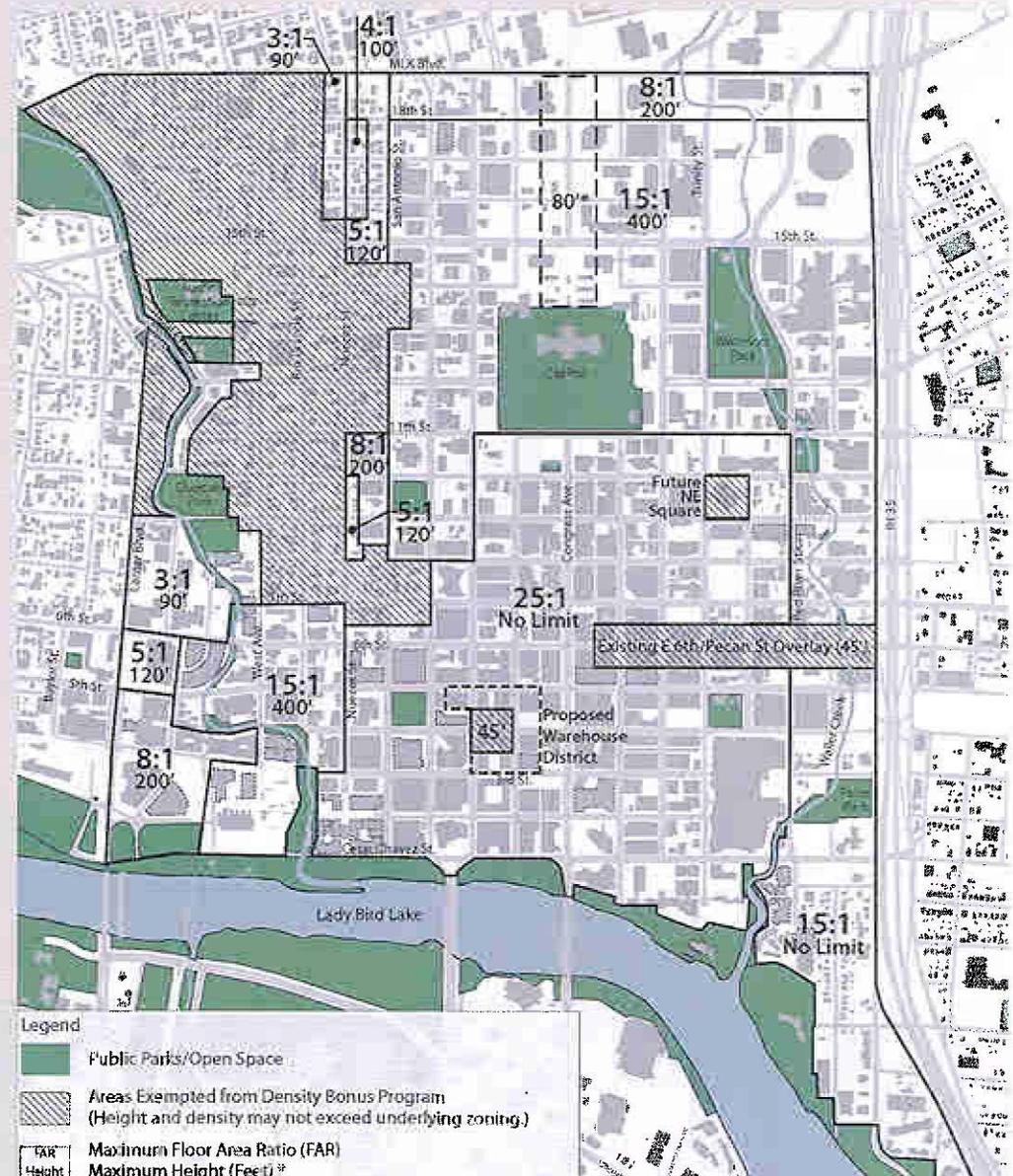
- Remove triggers for any SF-used property.
- Establish specific height zones adjacent to single-family neighborhoods
- Establish specific height transition for properties abutting single-family sites.



CODE AMENDMENTS AND ZONING CHANGES

Finalize a Downtown Density Bonus Program.

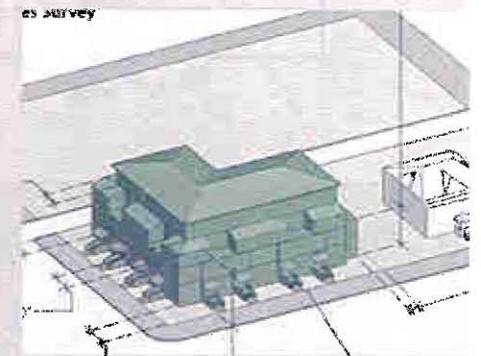
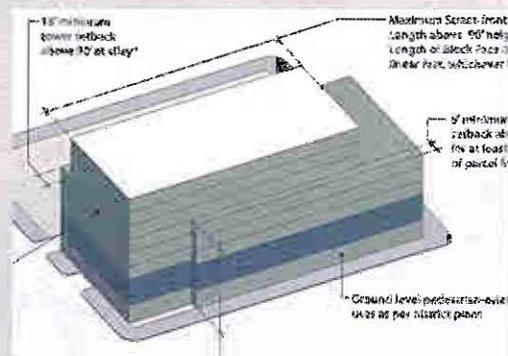
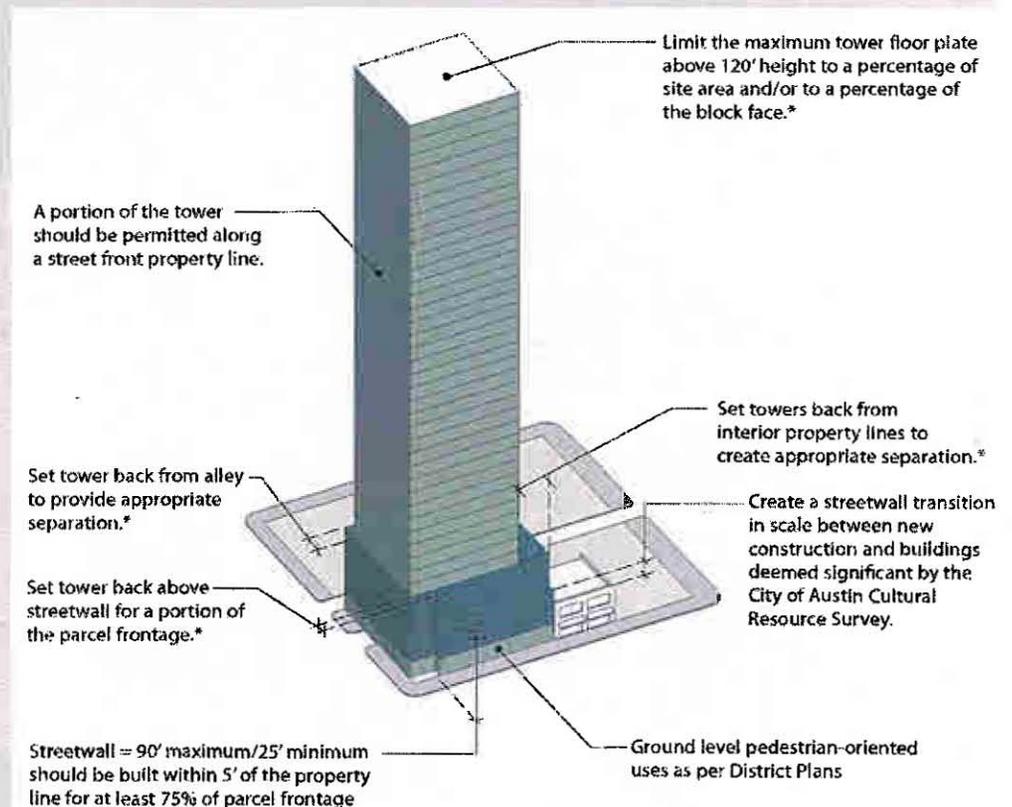
- a. *Replace "CURE" process.*
- b. *Establish appropriate levels of density and height.*
- c. *Establish clear "menu" of benefits.*
- d. *Affordable housing contribution for additional housing density.*
- e. *50% density bonus for office and hotel.*
- f. *Reduced height limit and TDR program for Warehouse District*



CODE AMENDMENTS AND ZONING CHANGES

Finalize Form-Based Development Standards.

- Replace design standards of Sub-Chapter E.
- Promote density, livability and positive pedestrian environment.
- Compatible relationship with historic structures.
- Vet further as part of ordinance preparation process.
- Use as guidelines until new ordinance adopted.
- Establish alternative compliance procedure.



PLAN RECOMMENDATIONS

TEN-YEAR INVESTMENT PRIORITIES

TEN YEAR PRIORITY PROGRAM

THE LAST TEN YEARS

2001 - 2010

• *Estimated public investment cost ~\$600 million:*

- *City Hall*
- *Second Street*
- *Waller Creek Tunnel*
- *Cesar Chavez Promenade*
- *Downtown Wastewater Tunnel*
- *Convention Center*
- *Hilton Hotel*
- *Seaholm*
- *Green Water Treatment Plant*
- *Pfluger Bridge/Sand Beach*
- *ARCH*
- *Palmer/Long Center*
- *Zach Scott Theater*
- *Central Library*
- *IH 35 Makeover, and others*



2nd Street District in 2000...



...and today.

TEN YEAR PRIORITY PROGRAM

THE LAST TEN YEARS

2001 - 2010

- *Estimated private investment between \$1.6 and \$2.0 billion*



TEN-YEAR PRIORITY PROGRAM

THE NEXT TEN YEARS

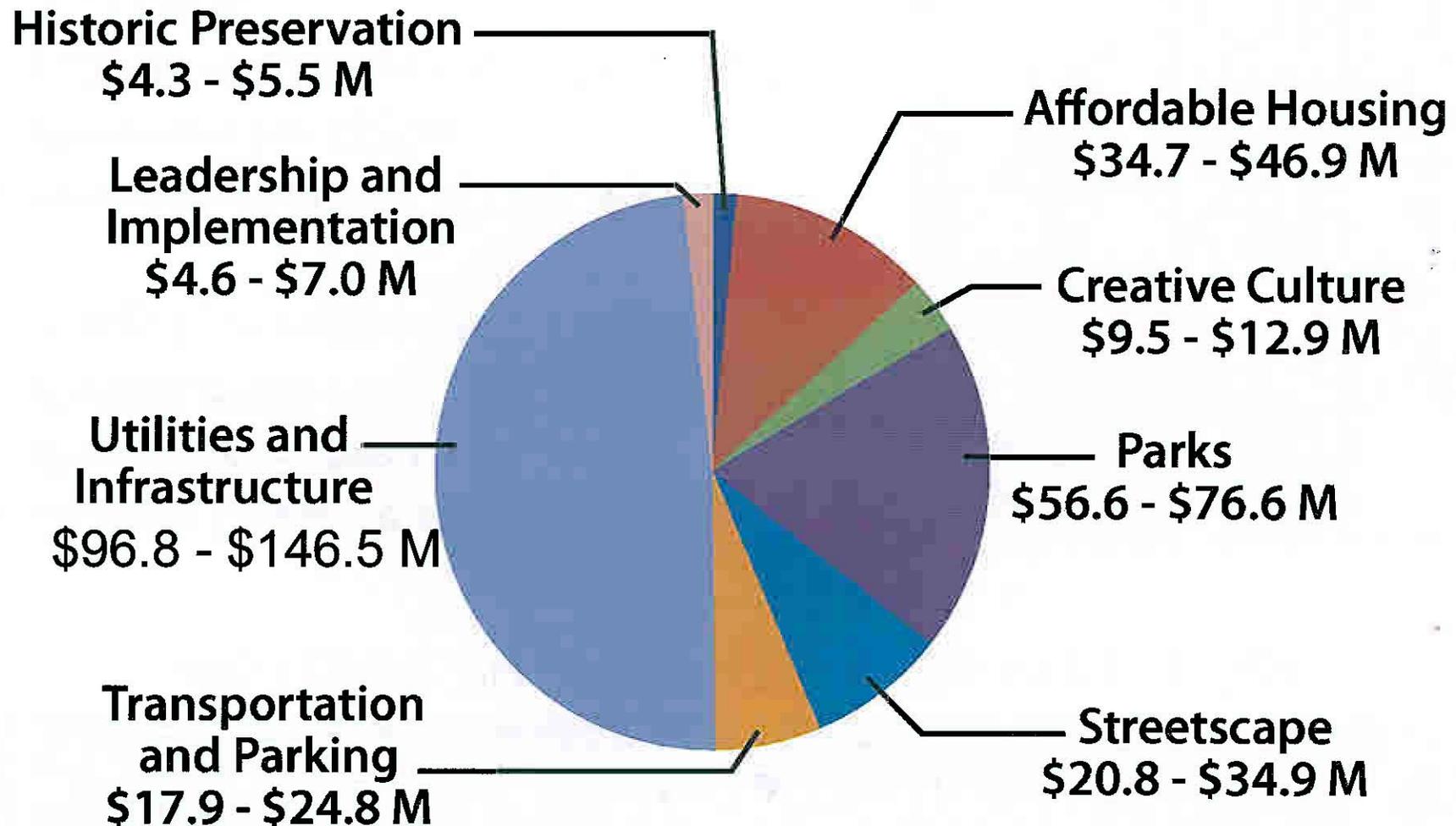
2012 - 2021

PRIORITY INVESTMENTS = \$250M to \$350M

- **HISTORIC PRESERVATION** = \$4.3 to \$5.5 million
- **AFFORDABLE HOUSING** = \$34.7 to \$46.9 million
- **CREATIVE CULTURE** = \$8.6 to \$11.6 million
- **PARKS** = \$55.7 to \$75.3 million
- **STREETSCAPES** = \$20.8 to \$34.9 million
- **TRANSPORTATION** = \$17.9 to \$24.8 million (not incl. urban rail)
- **UTILITY/INFRASTRUCTURE** = \$100.6 to \$144.0 million
- **LEADERSHIP/IMPLEMENTATION** = \$3.8 to \$6.0 million

TEN YEAR PRIORITY PROGRAM

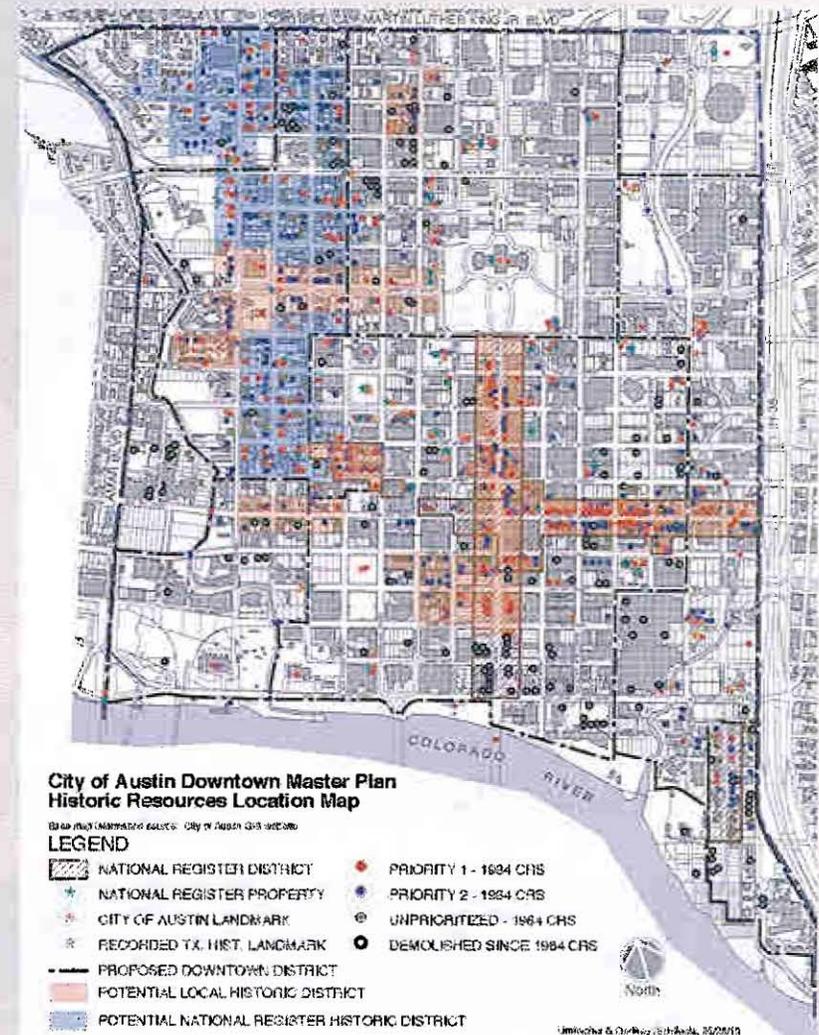
PRIORITY INVESTMENTS = \$250 to \$350 million



TEN YEAR PRIORITY PROGRAM

HISTORIC PRESERVATION: \$4 to \$5 million

- 1. Update Citywide Cultural Resources Survey and Preservation Plan.** (\$1.2 million budget for entire city)
- 2. Improve capacity of City Historic Preservation Office.** (\$125K –\$175K per year for 2 staff architects)
- 3. Create funding source, incentives to support public and private preservation.** (\$200K per year)



TEN YEAR PRIORITY PROGRAM

AFFORDABLE HOUSING: \$35 to \$47 million

- 1. Partner with non-profit(s) to develop a 225-unit permanent supportive housing project . (\$28m to \$36m)***
- 2. Create and staff Downtown Workforce Housing Corporation. (\$300K to \$400K per year)***



Affordable Family Housing, Oakland



Permanent Supportive Housing, San Francisco

TEN YEAR PRIORITY PROGRAM

CREATIVE CULTURE: \$10 to \$13 million

- 1. Create "Central City Creative Officer" role.***
- 2. Contribute to construction of non-profit artist housing in/near Downtown. (\$8.5m to \$11.5m)***
- 3. Introduce incentives to preserve Red River Street as the City's premiere live music destination.***
- 4. Conduct feasibility, programming and financing strategy for 6th Street "Austin Experience" Visitors Center. (\$75k to \$100k)***

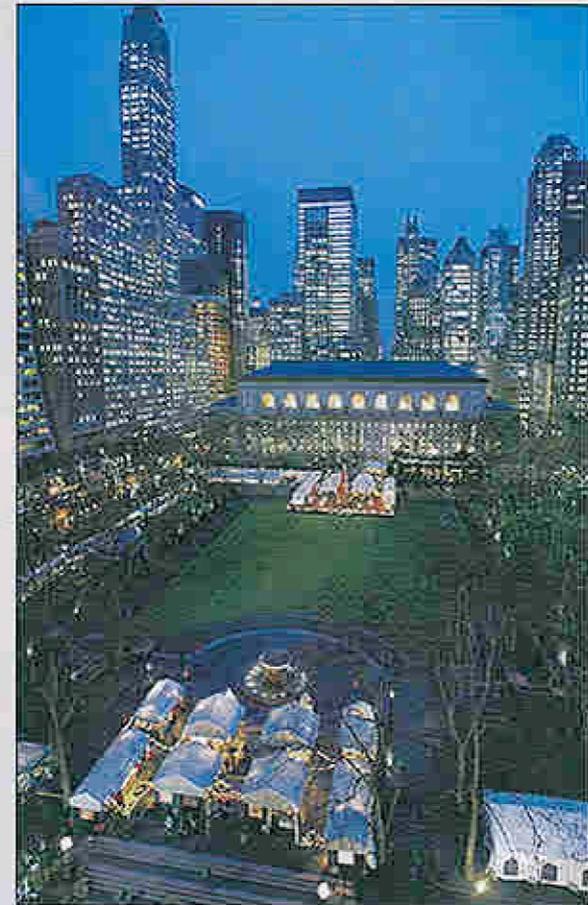
TEN YEAR PRIORITY PROGRAM

PARKS: \$57 to \$77 million

- 1. Increase PARD's annual O&M budget; Develop Furnishing/Signage Master Plan; Create Downtown Parks project manager role.
(\$900k to \$1.2m per year)***

- 2. Plan, Design and Implement Signature Parks:***
 - Waller Creek (\$31m to \$42m)*
 - Palm Park (\$6m to \$8m)*
 - Waterloo Park (\$7 to \$10m)*
 - Brush Square (\$3 to \$4m)*

- 3. Prepare long-term plan/design for:***
 - Wooldridge Square (\$500k to \$700k)*
 - Old Bakery (\$100k to \$200k)*



TEN YEAR PRIORITY PROGRAM

STREETSCAPES: \$21 to 35 million

- 1. Improve East 6th Street.***
(\$9m to \$11m)
- 2. Improve Congress Avenue.***
(\$12m to \$23m)
- 3. Implement First Phase
Downtown Way-Finding.***
(\$200k to \$300k)
- 4. Develop and Implement First
Phase Restroom Master Plan.***
(\$300k to \$500k)

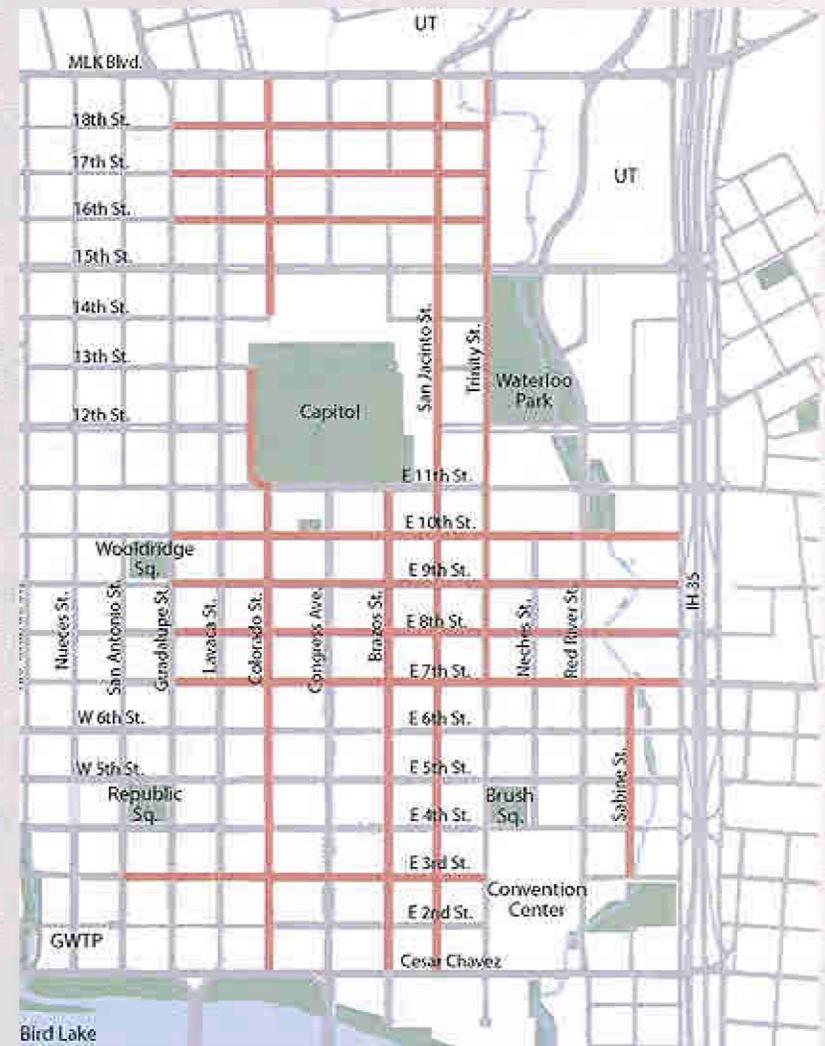


EAST SIXTH STREET WITH GREAT STREETS

TEN YEAR PRIORITY PROGRAM

TRANSPORTATION AND PARKING: \$18 to \$25 million

1. **Construct “absent sidewalks”.**
(*\$5m to \$7m*)
2. **Complete top priority bike improvements.** (*\$3m to \$5m*)
3. **Complete two-way conversion of some streets.**
(*\$2 to \$3m*)
4. **Improve Guadalupe/Lavaca Transit Corridor.** (*\$8m to \$11m*)



Proposed 2-way Conversions

TEN YEAR PRIORITY PROGRAM

UTILITIES AND INFRASTRUCTURE **\$97 to \$146 million**

- 1. *Improve drainage, water quality and flood control infrastructure:***
 - *Downtown Drainage Master Plan (\$2m to \$4m)*
 - *Downtown Water Quality Program, O&M (\$9m to \$12m)*
 - *Little Shoal Creek Tunnel (\$21m to \$35m)*
 - *Lower Shoal Creek Restoration Project (\$5m to \$7m)*

- 2. *Develop annual flexible funding and reimbursement stream for AWU and WPD service extensions, street reconstructions:***
(\$5m to \$7m per year)

- 3. *Acquire site for future electric substation:*** *(\$4m to \$6m)*

TEN-YEAR PRIORITY PROGRAM

GOVERNANCE AND MANAGEMENT: \$5 to \$7 million

1. Organize City to implement DAP.

- ***Establish Central City Development Corporation:***
- *To Develop Signature Public Infrastructure Projects,*
- *To Execute Workforce Affordable Housing,*
- *To Support Public and Private Development Projects.*

PLAN RECOMMENDATIONS

GOVERNANCE AND MANAGEMENT

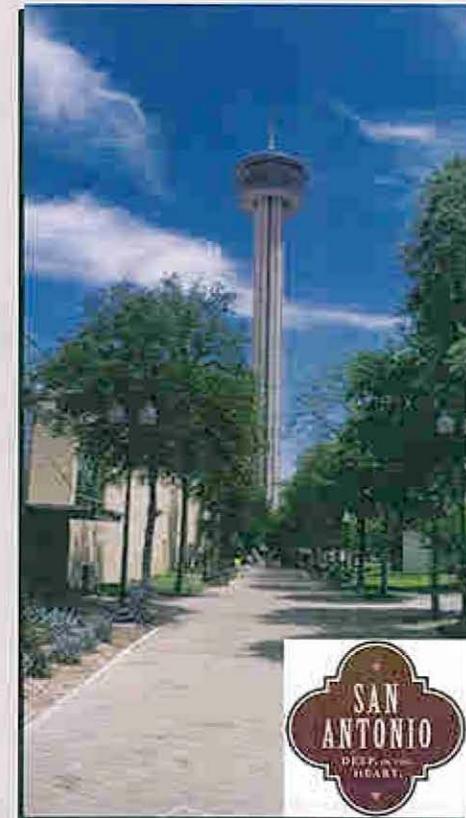
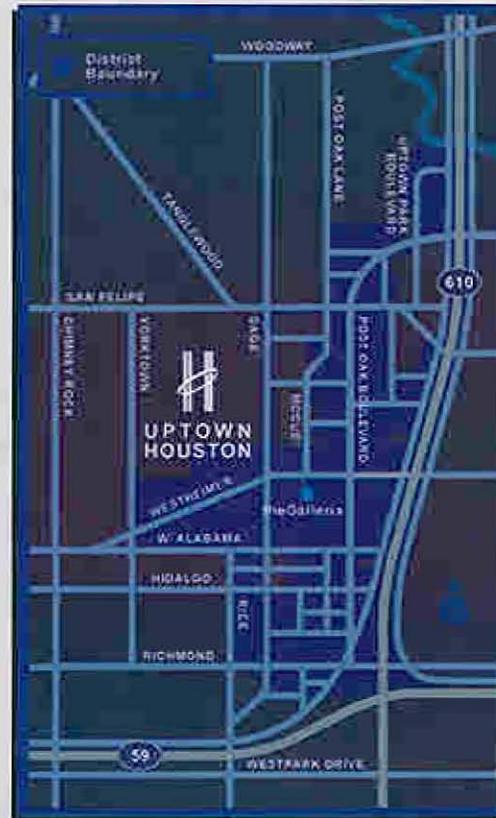
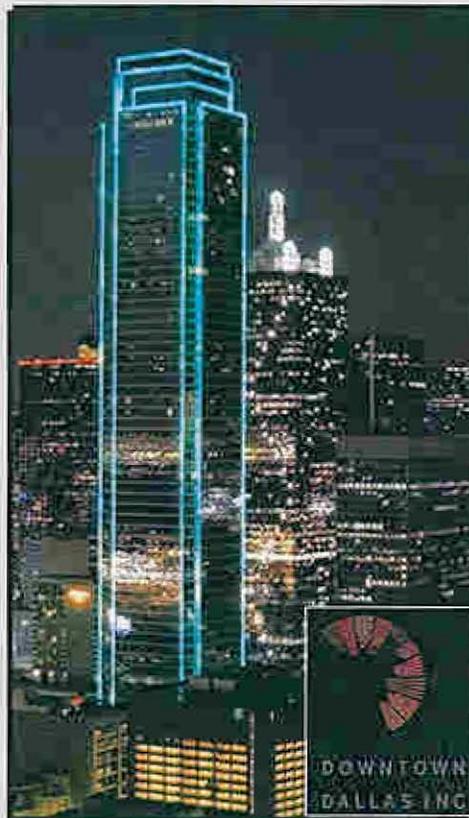
GOVERNANCE AND MANAGEMENT

CENTRAL CITY DEVELOPMENT CORPORATION

Functions
Key Attributes
Recommendations

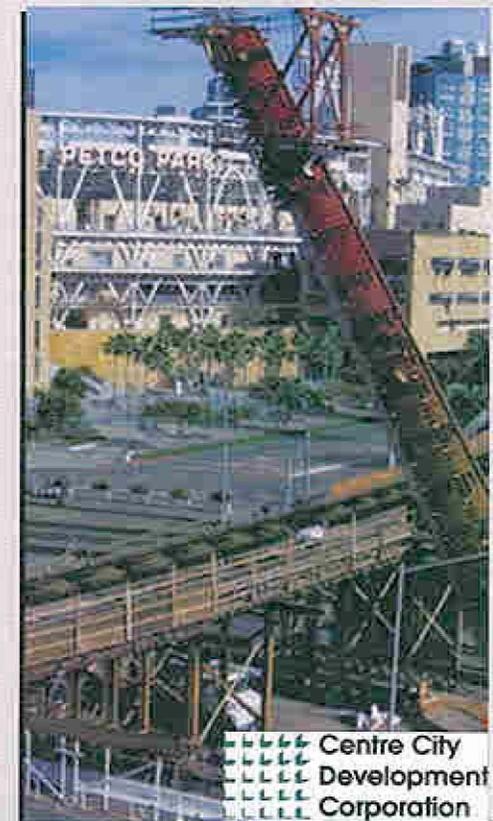
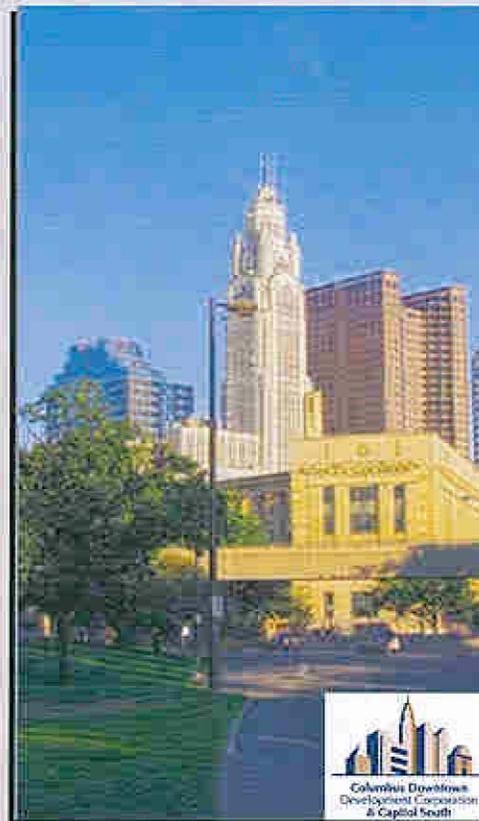
GOVERNANCE AND MANAGEMENT

SUPPORT GROWTH THROUGH COORDINATION AND INNOVATION



GOVERNANCE AND MANAGEMENT

SUPPORT GROWTH THROUGH COORDINATION AND INNOVATION



GOVERNANCE AND MANAGEMENT

RECOMMENDED FUNCTIONS



GOVERNANCE AND MANAGEMENT

POTENTIAL DAP INVESTMENTS

Projects	Estimated Capital Need
Historic Preservation	\$4.3 to \$5.5 million
Affordable Housing	\$34.7 to \$46.9 million
Creative Culture	\$9.5 to \$12.9 million
Parks	\$56.6 to \$76.6 million
Streetscapes	\$20.8 to \$34.9 million
Transportation/Parking	\$17.9 to \$24.8 million
Utilities/Infrastructure	\$96.8 to \$146.5 million

GOVERNANCE AND MANAGEMENT

PROJECTS

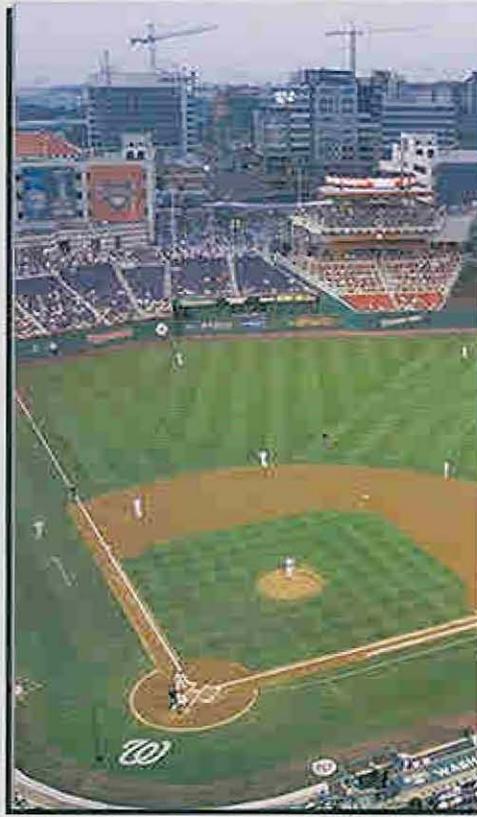
Public

Fountain Square



Public-Private

DC Ballpark District



Private

Bancroft Hall



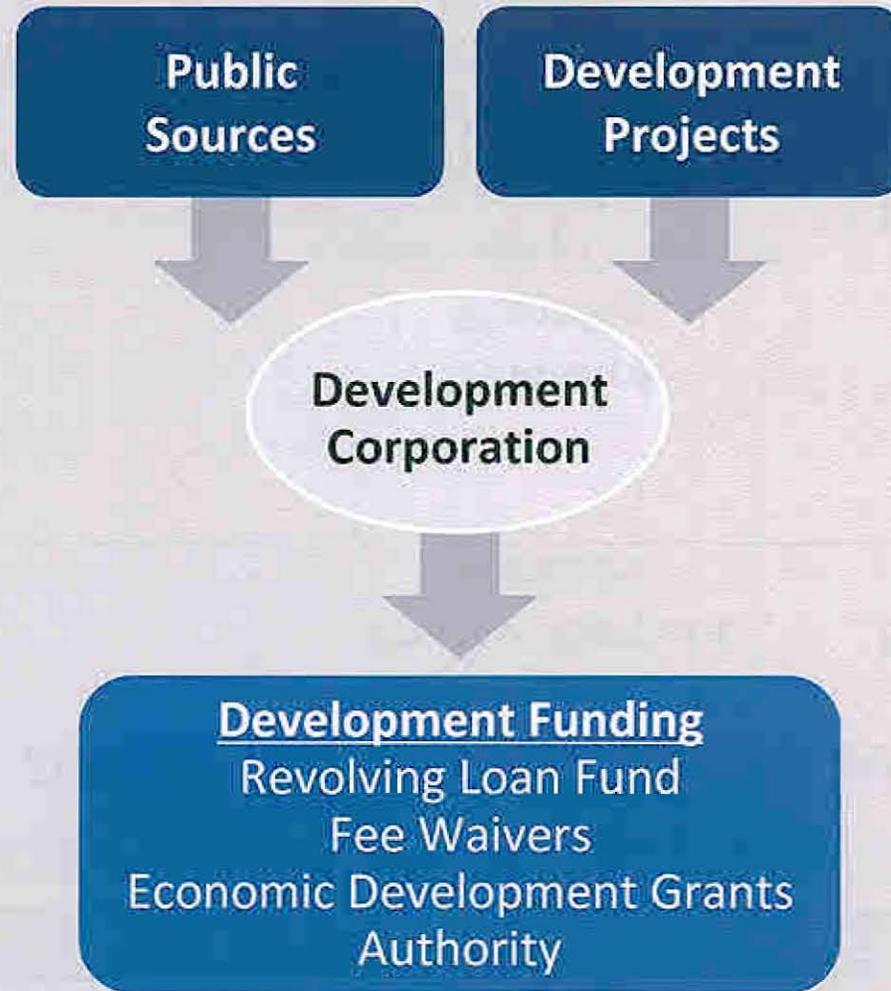
GOVERNANCE AND MANAGEMENT

PROACTIVE, TARGETED FOCUS ON DEVELOPMENT EXECUTION

Projects	Predevelopment Services	Development Services
Public <ul style="list-style-type: none">• Supportive housing• Public realm• Infrastructure	Guidance Planning	
Public-Private <ul style="list-style-type: none">• Public land• Government offices	Community Outreach Assemblage Design Assistance Entitlements Incentives Financing	Management Marketing
Private <ul style="list-style-type: none">• Catalytic projects• Revenue producing assets		

GOVERNANCE AND MANAGEMENT

WORKFORCE HOUSING



GOVERNANCE AND MANAGEMENT

KEY ATTRIBUTES

Clear Statutory Base

Leadership Capacity

Staff Excellence

**Dedicated Funding
Structure**

Partnerships

GOVERNANCE AND MANAGEMENT

STATUTORY BASE

	Downtown Dallas	Uptown Houston	San Antonio HemisFair
Classification	LGC	LGC	LGC
Statute	TC c. 431	TC c. 431	TC c. 431
Board Appointment	Council	Mayor	Mayor

GOVERNANCE AND MANAGEMENT

LEADERSHIP CAPACITY

Blend public, private and community representation.

Board skills base:

- Architecture
- Retail
- Development
- Education
- Engineering
- Construction
- Banking
- Government

Approaches:

- Council Appointment
- Mayoral Appointment
- Mayoral Nomination/Council Appointment
- Community Nomination/Council Appointment

GOVERNANCE AND MANAGEMENT

STAFF EXCELLENCE



GOVERNANCE AND MANAGEMENT

STAFF EXCELLENCE

Staff Skills



DevCo Capacity

Finance

Developer

Development

Master Developer

Community Outreach

Asset Manager

Management

Lender

Marketing

Fund Manager



GOVERNANCE AND MANAGEMENT

DEDICATED FUNDING STRUCTURE

Appropriation

- General Fund
- Supplementary Sources

Dedicated Public Revenue

- PID Fees
- Assessments
- TIFs

Business Lines

- Development Fees
- Asset Revenues
- Interest Income

GOVERNANCE AND MANAGEMENT

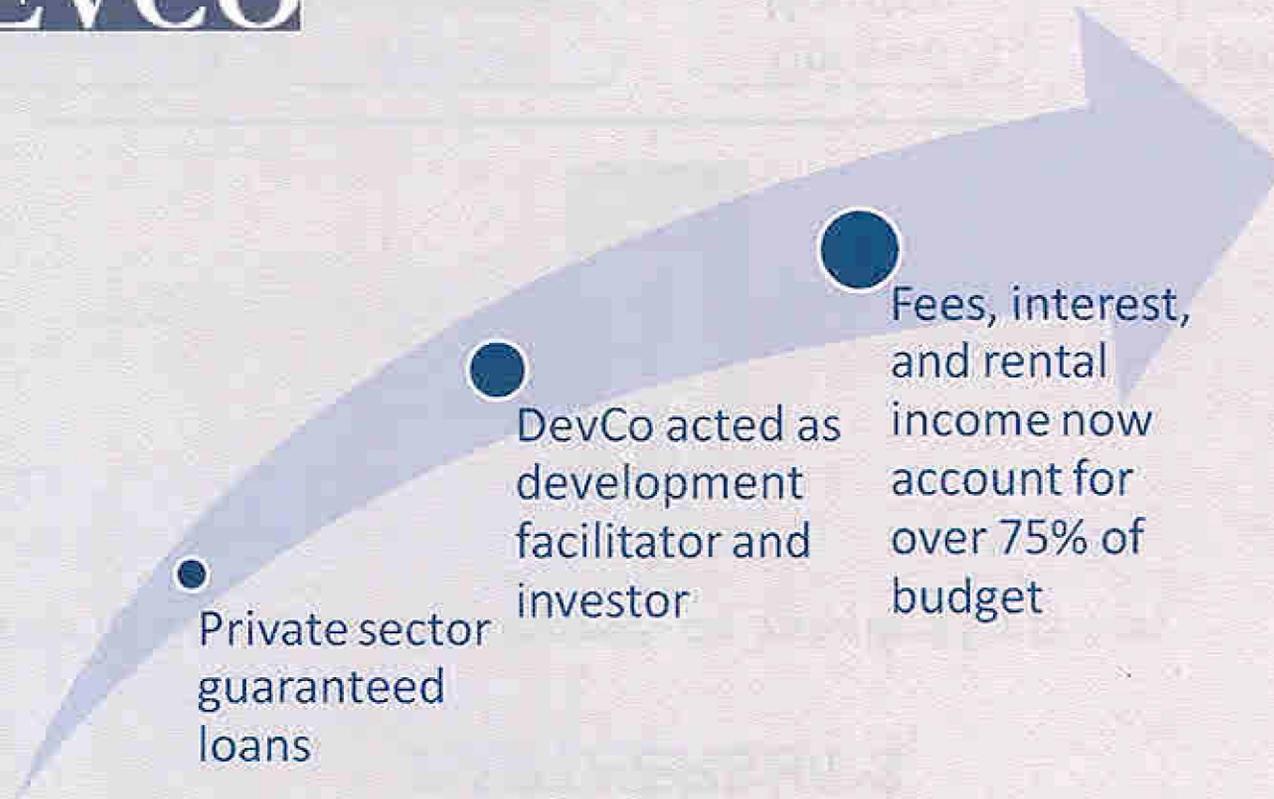
Texas TIRZ

Tax Increment Reinvestment Zone	Assessed Value (millions)	Size (acres)
<u>Dallas</u>		
City Center	\$1,472	Not reported
Downtown Connection	\$1,022	Not reported
<u>Houston</u>		
East Downtown	\$94	66
Midtown	\$885	443
Uptown Houston	\$3,800	1,000
<u>San Antonio</u>		
Houston Street	\$364	629
River North	\$124	194

GOVERNANCE AND MANAGEMENT

FUNDING CHANGES OVER TIME

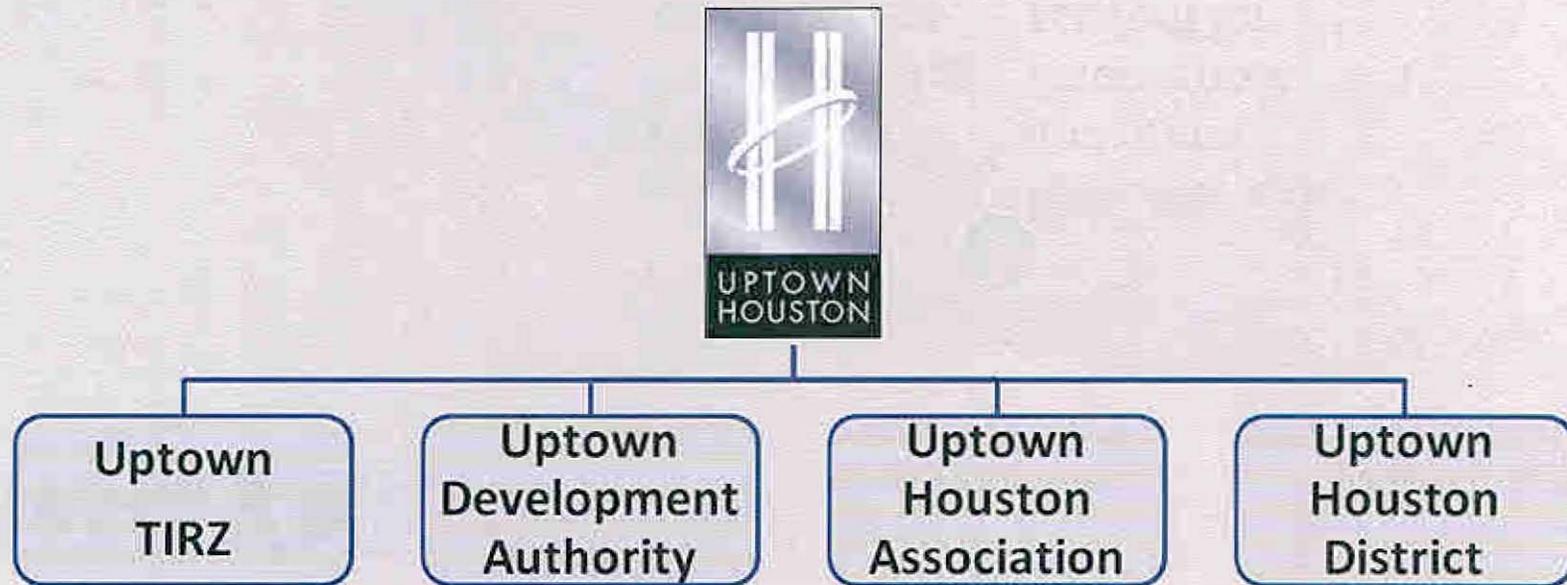
DEVCO



GOVERNANCE AND MANAGEMENT

PARTNERSHIPS

Integration of DevCo and PID depends on intended functions.



GOVERNANCE AND MANAGEMENT

RECOMMENDED OPTIONS

Statutory Base

- Local Government Corporation

Leadership Capacity

- Accomplished and diverse board

Staff Excellence

- Flexible HR policies

Dedicated Funding

- Appropriation & dedicated funds
- Cash flow

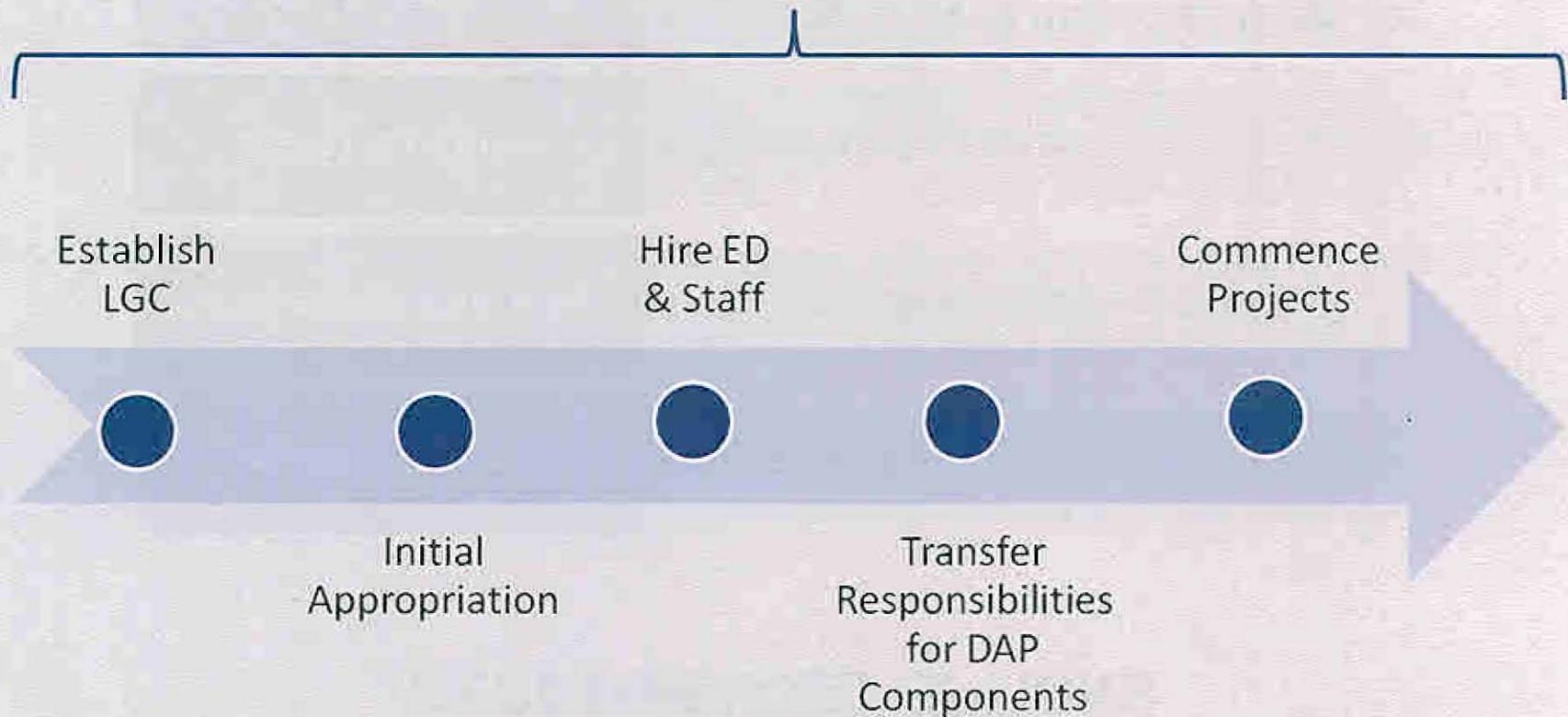
Partnerships

- Work cooperatively with DAA

GOVERNANCE AND MANAGEMENT

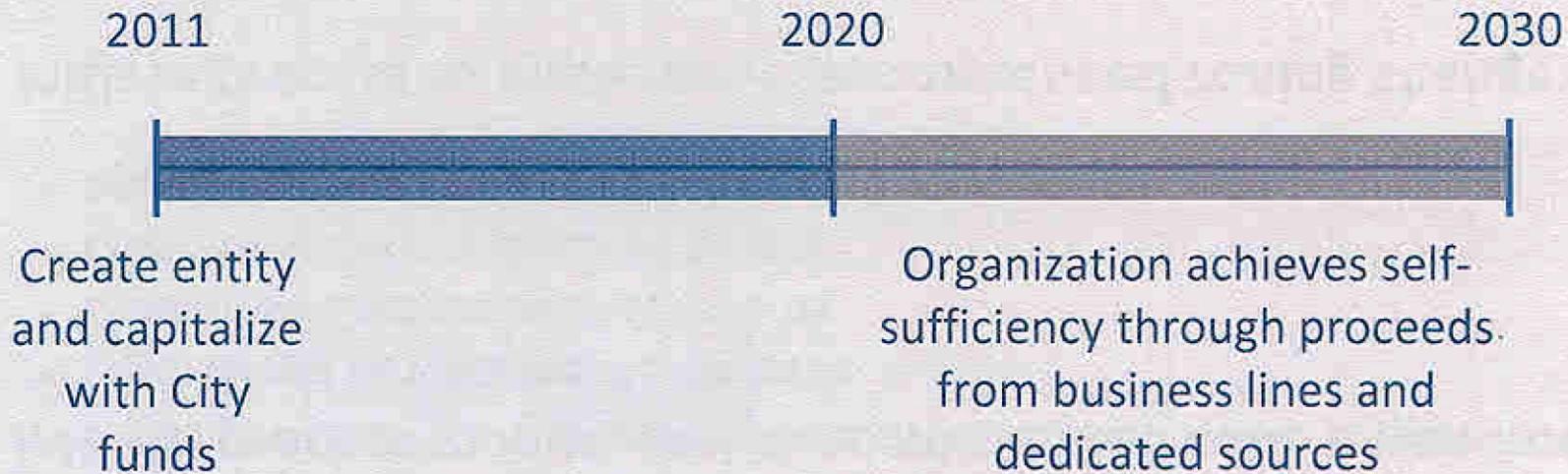
TIMELINE

18 Months



GOVERNANCE AND MANAGEMENT

SUSTAINABLE FUNDING MODEL



REQUEST FOR COUNCIL ACTION (MAY 2011)

- **Adopt Downtown Austin Plan.**
- **Initiate process to implement recommended code amendments:**
 - *Form-Based Development Standards*
 - *Downtown Compatibility Standards*
 - *Downtown Density Bonus Program*
 - *Mixed-Use Zoning Districts*
- **Initiate process to implement recommended zoning changes.**
- **Direct City Manager to implement recommended Ten-Year Investment Priorities.**
- **Direct City Manager to implement recommended Governance and Management improvements.**

PROPOSED NEXT STEPS

- Final Town Hall Meeting: Mid-December 2010
- Board and Commission Review: Jan – Mar 2011
- Planning Commission Public Hearing: ~Apr 2011
- City Council Public Hearing and Adoption: ~May 2011

See www.cityofaustin.org/downtown to review the Downtown Austin Plan and its supporting documents.

For more information, contact Jorge Rousselin at jorge.rousselin@ci.austin.tx.us or (512) 974-2975.